The Semaphore

A Publication of the TELEGRAPH HILL DWELLERS

Issue 249 Spring 2025

NORTH BEACH HISTORIC DISTRICT

KIDS CORNER

by Sarah Kliban
kids@thd.org

Welcome to Kids Corner! THD wants to hear from kids from the neighborhood and The City in general! If you'd like to ask a question, or you're a kid and want to be interviewed, please contact us at: kids@thd.org.

© Geoff Lepper

ZOË LEPPER, 11

Make up a new word right now and tell us what it means.

"*Cataphobic*. When you cannot tolerate cats in your home. (Depressing!) E.g., *The roommates were cataphobic people and, therefore, did not accept someone with cats.*"

If you could be in the circus, what would your act be?

"Unicycler. I've always found it so cool. Or trapeze. I would be riding in circles on a Unicycle; then somebody would pick me up and we'd go flying and do something. I could then do a trapeze act."

If you could design a new toy, what would it be?

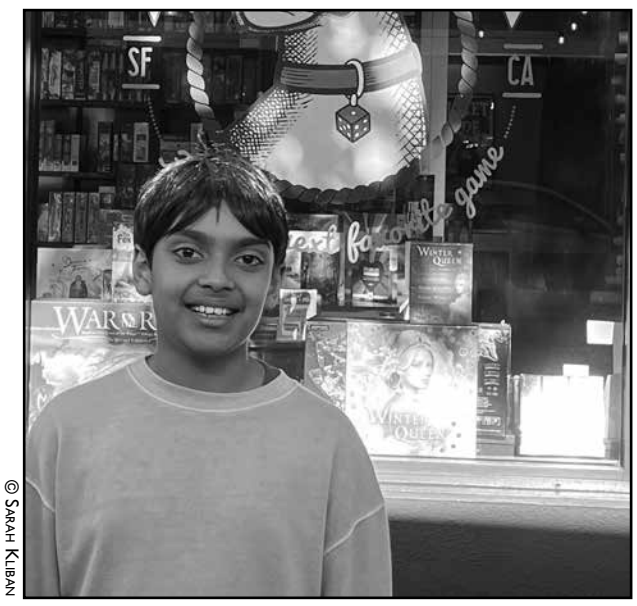
"It would be a brainwashing machine. Your parents would get brainwashed into letting you get whatever you want. Knowing me, that would probably end up being ten cats. It would look like a yo-yo that moves back and forth in front of someone but interesting-looking."

If you could switch places with anyone in the world for a day, who would it be?

"Somebody in Donald Trump's close family, so I could go up to him and punch him in the face. It would feel like vindication."

What is your favorite place to hang out in San Francisco?

"Any open market. Alemany Market or the Ferry Building Farmer's Market. There are a bunch of shops and food trucks in the back. I've had the best tacos ever at Alemany."



© Sarah Kliban

ARHAN CHANDRASEKARAN, 11

Make up a new word right now and tell us what it means.

"*Gibba*. You're happy, but you're also scared. E.g., *Right now, I'm very gibba because I have a test coming up.*"

If you could be in the circus, what would your act be?

"Tap dancing—on a rope. Twenty feet up. I'd have backup dancers who would try to catch me if I fell. I'd be wearing a big ploofy dress—pink with black polka dots, and my tap shoes would be gold high heels."

If you could design a new toy, what would it be?

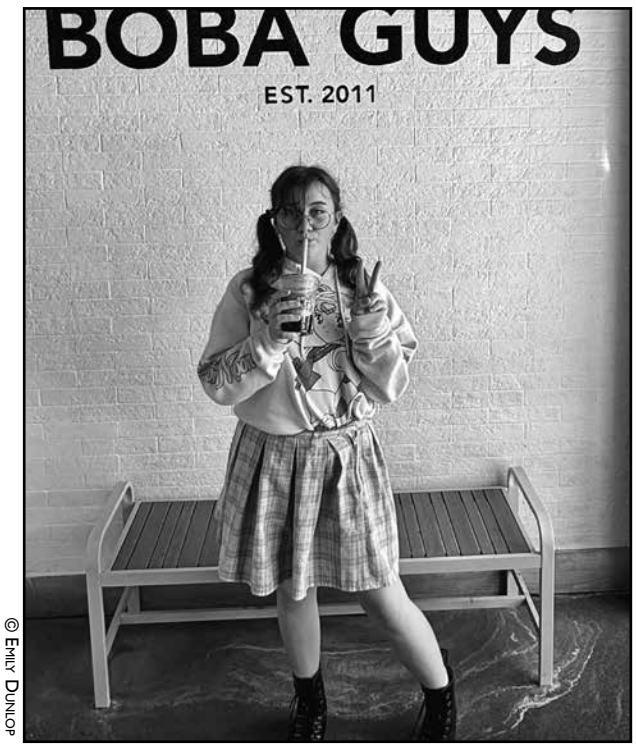
"You could have whatever you want flying. It would be an app. You would plug in whatever you want to fly. You could say, 'I want a donut flying,' and this slime creation would magically turn into a donut and start flying around your room. It would be $30. The Flying Collapsible Toy."

If you could switch places with anyone in the world for a day, who would it be?

"Taylor Swift. I would be really rich, and I would have a lot of fans, bodyguards, seven trillion mansions, a bunch of cats. (I think she has three.) I would get to see what I do every day and what normal life is when I'm not in the studio."

What is your favorite place to hang out in San Francisco?

"Going to Starbucks with my friends after school is really fun. I normally get a Pink Drink (coconut strawberry thing). And playing volleyball on the court. At Jackson Park or a park near me. I don't have a volleyball though, so I'd count on my friends to bring one."



© Emily Dunlop

PHOEBE TUCKER, 11

Make up a new word right now and tell us what it means.

"*Padudu*. You're kinda having a good time and feeling kinda goofy. E.g., *I was padudu around my friends today.*"

If you could be in the circus, what would your act be?

"The hoop with the lions. A lion tamer. Three lions would jump through the hoop, and I would do crazy stuff with them. Then they would hug me. The audience would be scared at first and then 'Aww!'"

If you could design a new toy, what would it be?

"A toy that can make a pool for you and put it anywhere. It's a little robot that can put a pool in the ground. In five minutes, you can have a big pool. When you're done with the pool, it can just take the pool back. Temperature-controlled. It would have a remote, and you could turn it into a hot tub."

If you could switch places with anyone in the world for a day, who would it be?

"A zookeeper at the San Diego Zoo so I can see cute animals for the day. I could be in charge of maybe the foxes or Fennec foxes or a few of the birds. Sometimes foxes are hard to get along with, but I think it would go pretty well."

What is your favorite place to hang out in San Francisco?

"Japantown. I like the bookstore (Kinokuniya). It's not just books. They have other stuff. Downstairs they have a whole Anime section. And good magazines. Sometimes they have K-Pop magazines and cute outfit magazines. And I also like Boba Guys (Potrero) and the whole vibe of the place. My favorite drink: Iced Matcha latte with strawberrypuree, double boba, and drinkable mochi."

© Andrew Clarke

IMOGEN CLARKE, 11

Make up a new word right now and tell us what it means.

"*Blorg*. It means ecstatic or happy. E.g., *I'm kind of blorg right now.*"

If you could be in the circus, what would your act be?

"The trapeze person. I'd jump from one trapeze to another and do flips. I'd work with a team. We could do a human pyramid. I'd be The Great Arhan."

If you could design a new toy, what would it be?

"A stuffed animal with ChatGPT built into it. You could talk to it, and it would give you answers. Like a Build-A-Bear. It would talk like a kid—not overly wordy. It would be smart and funny."

If you could switch places with anyone in the world for a day, who would it be?

"Jeff Probst. I like his job as the host on 'Survivor'—on an island somewhere. He gets to watch everybody and interrogate them, and he also gets to know everything. He can be pretty sassy."

What is your favorite place to hang out in San Francisco?

"Dogpatch Games. There's not really anything like it anywhere else. It's not expensive, and it's fun. It's for the people, not for the money. All the staff there are really nice and helpful when you want to pick out a game to play."

PRESIDENT'S CORNER

by Nick Ferris
President@thd.org

Dear Neighbors:

North Beach is alive with energy right now. Everywhere I look, there's momentum: neighbors showing up, committees growing, ideas flying. We're getting busier and busier—in the best way. Films with Friends is kicking off another season, bringing us together to enjoy movies with our neighbors. Our New Member Happy Hour is fast approaching. The North Beach History Walk Series is back by popular demand. And our always beloved Annual Membership Dinner and Election is in the works.

But amidst all this excitement, I believe it's important to pause and speak to something big and meaningful that's just around the corner for our community—the nomination of the North Beach National Register Historic District, which will be considered by the State Historical Resources Commission on Friday, May 9, 2025. As President of the Telegraph Hill Dwellers, I want to be clear and candid with you about what this means and why it matters.

Cutting Through the Noise

Unfortunately, there's been a lot of misinformation, some of it deliberate, circulating about what a National Historic District actually does. So let's set the record straight. Designation on the National Register does NOT:

- Restrict your ability to alter, manage, or sell your property
- Require you to maintain or restore your property
- Increase your property taxes
- Require public access
- Affect your insurance or HOA rules
- Change any local laws
- Impact condo conversions

What it does do is help protect the character of our neighborhood and support economic and community vitality in very real, tangible ways. This recognition unlocks access to meaningful benefits that strengthen our small businesses, help maintain our buildings, create housing, and support public investments in our local infrastructure.

Real Benefits for Real People

Identification as a Historic District connects North Beach to a network of federal, state, and local resources that benefit property owners, renters, small business owners, and residents alike:

- Federal Historic Tax Credits of up to 20% for income-producing property restoration—used nationwide to create more than 550,000 homes, including affordable housing
- California Rehabilitation Tax Credits and Low-Income Housing Tax Credits to support preservation and affordable housing
- The State Historic Building Code, which allows for more flexible standards in renovating historic buildings
- The Mills Act, which can reduce property taxes by up to 50% for those who invest in preserving their buildings
- Grants for maintenance and upgrades
- Increased tourism, foot traffic, and economic stability for local businesses
- Greater resilience during economic downturns

That's why this District has received strong support from the North Beach Business Association, the Chinese Chamber of Commerce, and hundreds of longtime local merchants, building owners, and community organizations.

What This Means to Me—and Maybe to You

For me personally, the most meaningful parts of this proposed designation are two essential things: 1) It gives long-overdue recognition to the generations who made this neighborhood what it is today, and 2) it supports the economic vitality of our small businesses, the heart and soul of our neighborhood.

If you've chosen to read this, chances are you love North Beach. Chances are you know it didn't become this incredible neighborhood overnight. North Beach evolved over time—first, as a home for immigrants who brought their languages, recipes, and ways of life and then as a haven for artists, writers, and freethinkers—and always as a neighborhood that celebrates diversity, culture, and community. From espresso-scented mornings to church bells echoing over bocce courts, North Beach has soul—and that soul was built by generations looking out for one another. This is a neighborhood where you know your neighbors, where you feel like you belong. We should be proud of our history and it's our responsibility to continue this legacy and educate future generations so they may continue to enjoy it too.

Last, and at the heart of that sense of belonging, are our small businesses—our cafés, bakeries, bookshops, bars, galleries, restaurants, and so much more. A Historic District designation helps ensure they continue to thrive. It attracts tourism, drives revenues, opens access to tax credits and grants, and encourages reinvestment in our storefronts and buildings—all without imposing new restrictions on property owners. Small businesses are the heart and soul of our neighborhood and Historic District status supports them in meaningful ways.

A Historic District doesn't freeze North Beach in time; it strengthens the future of what makes us special. Let's preserve it, protect it, and keep telling the story of who are. If you have questions, please reach out. I hope you'll consider supporting the nomination by signing the Support North Beach Historic District petition found on our website *(thd.org)*, reaching out to our Supervisor (*danny.sauter@sfgov.org*) and Mayor (*daniel.lurie@sfgov.org*) to inform them of your support, and joining us in Sacramento on Friday, May 9th at the State Historical Resources Commission. Thank you!

Join the Telegraph Hill Dwellers!

Go to *thd.org*,

and become part of this active community!

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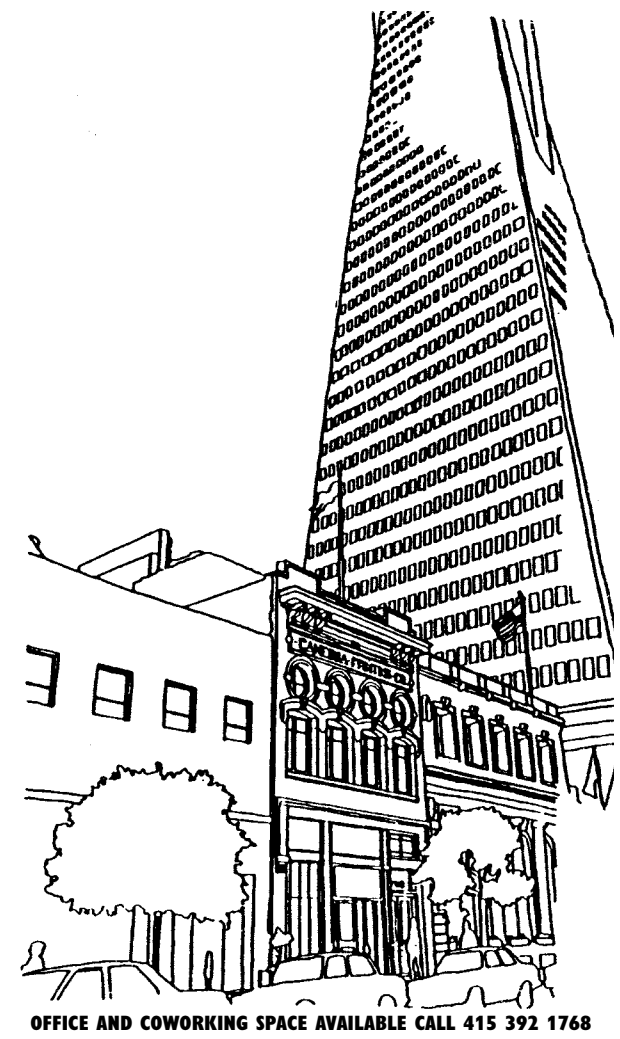
See website for times, dates, locations.

www.friendsofwashingtonsquare.com



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PARKS & TREES REPORT

GROWTH, RENEWAL, AND PRESERVATION

by Michael Rothmann, Committee Chair
michael.rothmann@thd.org

Greening North Beach: Climate Action NW! Grant

A Community Challenge Grant, awarded to Climate Action Now! (CAN!) in 2023, is entering its implementation phase. The grant award of $147,390 is for the Sidewalk Garden and Internship Program in North Beach.

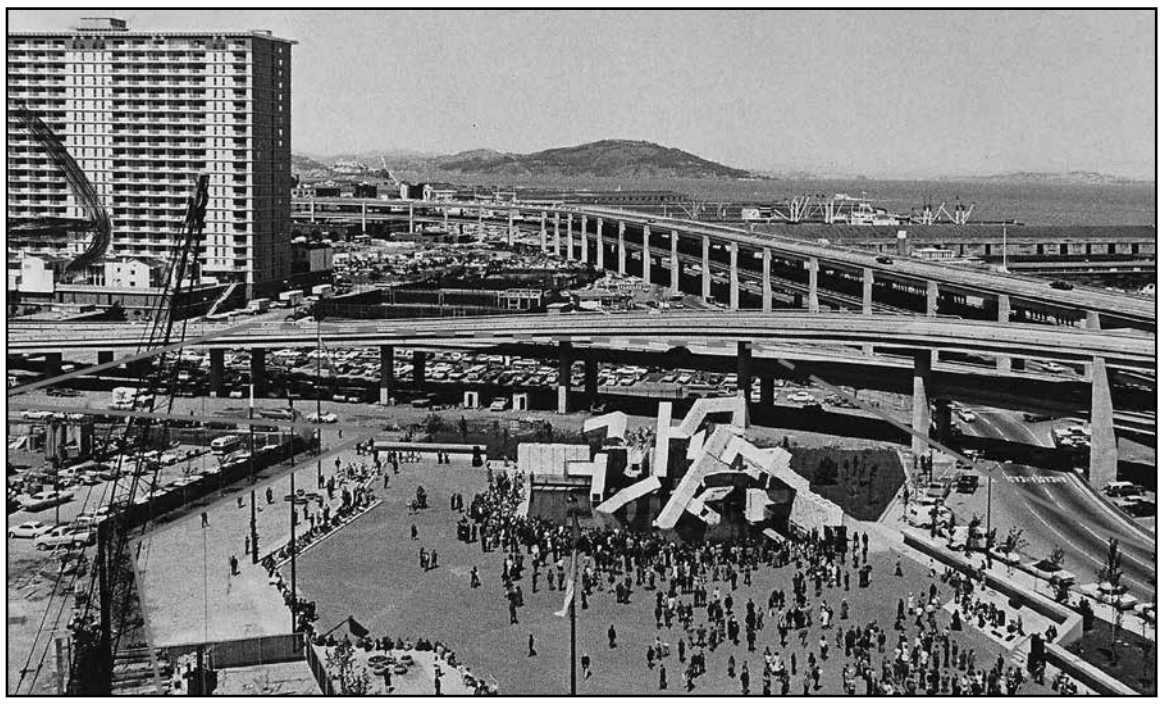
CAN! is best known for its sidewalk gardens and drought-resilient landscaping. The organization creates and fills plantable space, planting in already available basin space in and around street trees, thereby introducing a multitude of environmental benefits.

The project coming to North Beach is a collaboration with Supervisor Danny Sauter and North Beach Neighbors. According to its flyer, property owners or tenants with their landlord's consent can apply for a street tree or sidewalk garden. They must donate a minimum of 10 hours to volunteering on the North Beach Biodiversity Hub (locations TBD) and pay permitting fees of ~$300. Pavement removal and planting costs are included, and the garden/tree receives one year of support, which, unfortunately, does not include watering. With several businesses already on board, we should start to see installations popping up soon! More information: *californiaCANoperations@gmail.com*.

Sue Bierman Park: Major Renovation Project Approved

The five-acre parcel designated for the renovation includes the green area of the park as well as the Embarcadero Plaza and the Vaillancourt Fountain. On March 4, the Board of Supervisors (absent of D9) voted unanimously to approve $12.5 million to the Rec and Park Department (RPD) for the work ($2.5 million for design from development firm Boston Properties BXP and $10 million for construction from Downtown SF). The first community meeting was held on March 8th with another scheduled for next month. The plan was presented by RPD architect Brian Jancek and impressively shows the need for the renovation.

The surrounding area has morphed over the years, and many of the original design elements are no longer relevant. Although I personally have fond memories jumping around the fountain as a child, perhaps it is time for its retirement. Seeing photos of the fountain next to the freeway as it was originally intended at least finally puts it into context! Poor design, poor drainage, and leftover pandemic trends have made the area largely unused. It also receives more 311 calls than average. The Board of Supervisors has given the project until December 2028, and we will likely not see construction start before 2026. More information can be found at *sfrecpark.org*.



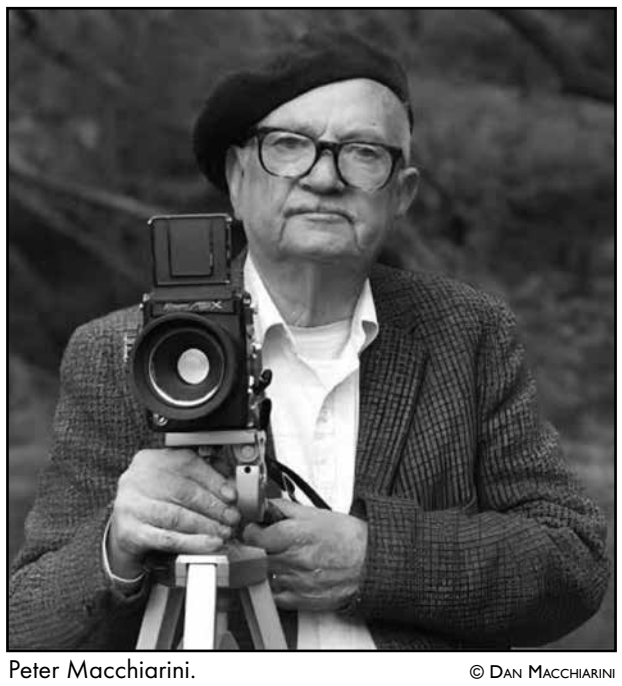
Vaillancourt Fountain in 1972. SOURCE: RPD-BXP PRESENTATION

Rendering of Sue Bierman Park renovation. SOURCE: BXP

Pioneer Park Paving and Tribute to Peter Macchiarini

Some of you who are denizens of the top of Telegraph Hill or travel up there regularly might have noticed the construction going on in the Coit Tower parking lot. Currently, the lot is being repaved as well as Telegraph Hill Boulevard. Construction was scheduled to be completed by April 7th, but disruption to the 39-Coit bus and the temporary removal of parking continues to cause inconvenience to residents and tourists alike.

In the last issue of *The Semaphore*, Winter 2025, I presented my opinion that the cypress trees that block the view from the lot should be thinned or completely removed to restore the original design. Here, I'd like to present a proposal to improve the park further by erecting a sculpture in the center of the lot. Since 2020, the pedestal has remained vacant, and I believe this is not the best course of action. To be clear, this view is not wholly represented by the THD board, although it is shared with members of our community. The impact of art should not be understated, especially in efforts to preserve the character of a place. As discussions around making North Beach a historic district continue, public art can play a vital role in maintaining the neighborhood's identity, transcending politics, and ensuring that the neighborhood's cultural legacy remains visible and valued.



Peter Macchiarini. © DAN MACCHIARINI

Peter Macchiarini was an incredibly influential and important person in the history and culture of North Beach. The son of Italian immigrants, Macchiarini was born in California in 1909. He developed his brand of modernist jewelry and sculpture during the early and mid-1930s, when he interacted and became friends with depression era modernist artists from the German Bauhaus. These artists had been driven out of Nazi Germany because they were not propaganda artists, and many of them were Jews coming to this country as refugee immigrants. Peter fell in love with modernism as an amazing development in artistic design, creating his own modernist style during this period and becoming successful to the point where he opened his production studio gallery on upper Grant Avenue in 1948, which became world renowned. His studio itself became integral as a meeting spot for creative artists and poets alike and no doubt helped foster a generational movement of creativity in the neighborhood.

The letter transcribed below, written by Peter's son Danny Macchiarini, describes his vision for a sculpture in Pioneer Park. Danny carries on the family tradition of jewelry making in North Beach.

In the mid 1950s Peter Macchiarini designed and created a modernist pyramid spiral sculpture…using half round brass plates which progressed from larger at the base to small almost, invisible ones, thereby giving the visual impression of actually touching and extending into the infinite.

Peter Macchiarini's proposed Coit Spiral. © DAN MACCHIARINI

This visual impression is brought about by the upward progression of the spirit spiral pyramid by each of the half rounds diminishing in size based upon the "divine proportion" or "golden ratio" 1.168 phi. Thus it as an artistic sculpture is both connected to nature as well as exuding a futuristic inspired character.

Peter Macchiarini always thought that this sculpture should be placed in Pioneer Park as part of a modernist representation of the spirit of Coit Tower itself.

In 1963, as part of the 30th anniversary of Coit Tower, he placed the sculpture on the top of the new Tilly building roof and took the picture shown here aligning his spiral with the tower and put it on display in his studio window.

Geometry has two great treasures: one is the Theorem of Pythagoras; the other, the division of a line into extreme and mean ratio. The first we may compare to a measure of gold; the second we may name a precious jewel. —Kepler

A LOVE LETTER TO 94133

Editor's Note: We welcome this contribution from Telegraph Hill resident Marganit Kloville, a sophomore at Tamalpais High School and daughter of THD board member Ian Kloville. Marganit is an avid writer and runner.

by Marganit Kloville

As a 16-year-old who has lived on Telegraph Hill my entire life, I can't help but adore this place. I feel a sense of comfort, of warmth and familiarity that I cannot feel anywhere else.

Let's start with Coit Tower, a glistening white building nestled high in the hills. I often find myself there, staring out at the view and almost mesmerized by its unchanging beauty. I recently had a friend say to me, a hint of envy in her voice, "I can't believe you live right below Coit Tower." A simple statement, but it's a reflection of the magnificence of my home.

As I make my way through the neighborhood, I pass through areas that, although normalized in my head, are objectively quite amazing. The top of Union Street presents a breathtaking view, especially at sunset. The tiny yet constantly bustling cafes that seem to be filled with the same people every day, smoking cigarettes and sipping coffee, creating a uniquely balanced breakfast. Those who come out of restaurants, or pay me compliments from behind checkout counters: "You have gotten so old," or "How is your father doing? Tell him I said hello." These comments serve as small yet reassuring reminders of care. I continue strolling along, darting into alleyways and out of picturesque staircases lined with hydrangeas and passing old friends. Looking into sports bars packed to the brim with tourists and flat screen TVs. Listening to the constant ringing of church bells and the distant caw of parrots nestled high in leafy trees.

94133 is so uniquely nostalgic, bright and lovely; the neighborhood itself is a beacon of light. For no matter how many people come and go, the neighborhood remains a warm embrace, a colorful picture, a beating heart.

PROPOSED THD BOARD SLATE FOR 2025-2027

The Telegraph Hill Dwellers have nominated the following people for membership on the THD Board of Directors. All members will have the opportunity to participate in an election during the Annual Membership Dinner on Tuesday, May 6, 2025. (See details elsewhere in this issue.)

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Ian Kloville
Michael Rothmann

*New Board Member

DISTRICT 3 SUPERVISOR'S REPORT

Editor's Note: There is no District 3 Supervisor's Report in this issue. Supervisor Sauter is on paternity leave.

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WATERFRONT REPORT

BACKLOG AND LOGROLLING ON THE PIERS

by Greg Chiampou, Committee Chair
Waterfront@thd.org

The Port constantly recalibrates how, when, and where to invest in repairing and fortifying its aging waterfront property. Why? Because the Port cannot afford the $1 billion+ in backlogged repair and deferred maintenance projects on its 40+ piers and waterfront property. The Port simply does not generate enough annual income to bring its property portfolio up to a "state of good repair," let alone invest in seismic and rising sea level resilience over the next 10 years. Every time a pier crosses into being structurally unsound or a development deal goes sideways, financial triage decisions ripple somewhere along the Port's 7.5-mile waterfront.

The Port's 2024-2033 Capital Plan states that about 90% of its $4.1 billion in needed capital funding over that period will have to come from "external sources," such as bond issuances, grants, and private developer investors. The Port cannot identify where most of that external funding will be sourced and projects a $2.3 billion funding gap.

There are several recent developments for four Port-owned piers. The accompanying table, excerpted from the Port's 2024-2033 Capital Plan, provides estimated repair and maintenance costs for each. Using only a financial lens, how might the Port's stressed condition factor into these piers' recent news events?

PIER AND ENVIRONS	Est. 2024-2033 Repair + Maintenance Expenses	March 2025 Status?
Piers 29 and 29 1/2	$11,886,000	Status Quo
Pier 30 and 32	$67,014,000	Paused redevelopment plan
Pier 45 and Sheds A, B, C, D	$50,720,000	Approved redevelopment at concept stage
Pier 54 and its buildings	$17,800,000	Condemned

Selected Piers' Repair & Maintenance Expenses
Source: San Francisco Port 2024-2033 Capital Plan

Estimates do not include any planned investments for seismic and sea level rise resilience.

Pier 54 Permanently Closed

The pier was condemned in late 2024 as structurally unsound. Port Director Elaine Forbes stated at the time that the pier "had long been on the Port's Do Not Resuscitate [DNR] list."

Previously, the Port estimated that Pier 54 needed $17 million+ in repair and maintenance over the 2024-2033 period. Several small businesses were vacated (including the Parade Guys), and the pier is now closed. The Port, presumably, will no longer need to budget $17 million for the pier's repair and maintenance. Separately, and while not a Port-owned pier, the popular Municipal Pier located at the foot of Van Ness met a similar fate and was closed indefinitely in 2022.

Evidently, the Port's cost/benefit analysis led to the DNR triage decision for Pier 54. What other piers might be on the list?

Arts & Culture Hub Proposal for Pier 29

The nonprofit Community Arts Stabilization Trust and The Hawkins Project foundation proposed an arts and cultural studio and exhibition space at the Pier 29 building. A two-year lease was proposed and, unlike a prior proposal, does not need the Port to invest in any permanent construction upgrades to the building.

The audience's response at the Port Commission's March meeting was enthusiastic. The Port Commission made no commitments and requested a term sheet for its further consideration. (See *sfport.com/media/10229* for more details on the proposal.)

The Port's Capital Plan estimates that Pier 29 and 29½ require $11 million+ in repair and maintenance investment over the next 10 years. The hub would be repurposing Port property that is currently leased as a parking garage. The prospect of a nonprofit tenant at Pier 29 is unlikely to generate substantial lease income to help fund capital repairs. On the other hand, the nonprofit's tenancy would appear to support one of the Port's many business objectives, namely to provide civic benefits and open access to the waterfront.

Perhaps this will be a relatively small financial trade-off decision in the Port's grand financial picture.

Update on Pier 45 Redevelopment

Fisherman's Wharf Revitalized LLC (FWR), sponsors of a proposed $548 million mixed-use redevelopment of Pier 45 and seawall lot 300/301, obtained City approval in late 2024 to move ahead with its "high-level concept" project. (See *The Semaphore*, Fall 2024 for more information.) FWR expects to present draft engineering plans and more detailed building designs later this year.

The Port's finances have a lot at stake in the FWR proposal. Pier 45 and the seawall lots are estimated to be facing $50 million+ in needed repairs and maintenance investment. Significantly, FWR sponsors project that private investors will contribute $294 million, or more than half the project's funding. The project anticipates substantial investment in the Pier 45 area's infrastructure repair/maintenance and its seawall resilience needs.

Not yet known is whether FWR's evolving conceptual project will continue to pursue building a "short-term apartment rental building" on the site, as featured in the original concept plan. Both the Port and the sponsors brushed off community questions as to whether this would violate the City's longstanding Proposition H, which forbids hotels within 100 feet of the shoreline.

FWR did share that the "short-term apartment building" is not projected to contribute a meaningful amount of business income to the whole enterprise. If this is not critical to the project's (and the Port's) economic success but does seem to violate Proposition H, why would the Port and sponsors support its construction and downplay the public's questions?

The Port has previously explored the feasibility of allowing hotels on its waterfront property as a potentially lucrative source of income. It's conjectured that this "short-term apartment building" is a Port initiative for easing the acceptance of future hotels anywhere on the Port's waterfront.

Separately, FWR's concept plan makes no accommodation for the love it/hate it Skystar Wheel located on the Wharf's triangle parking lot. The Skystar Wheel's owners are requesting a longer-term lease and claim that the Wheel's online ticketing reservations have been successful in drawing more visitors to the Wharf. The Port has not yet responded.

Stay tuned.

Pier 30/32 Redevelopment on Pause

At a March Port Advisory meeting, this massive project's sponsors surprised and disappointed the public audience in announcing they had indefinitely paused redeveloping Piers 30 and 32 but were going forward with developing 751 residential apartments on the adjacent seawall lot 330 at Bryant/Embarcadero.

Strada and its partner Trammel Crow cited several reasons for delaying the redevelopment of Piers 30/32, including (a) a soft office leasing market, (b) a previously identified but still unfulfilled funding gap of $120 million, and (c) unresolved agreements on "datums," or reference points for existing and expected sea level rise elevations along the Bayfront and particularly along Piers 30/32, which will impact design requirements for redevelopment.

As with the Wharf project, the Port has a lot at stake with this private developer project. The original project was previously estimated to cost $1.1 billion+ and be significantly funded by private investment. The project was to include extensive public infrastructure development and seismic upgrades to the seawall, and addressing sea level rise, newly providing a deep-water berth that would allow the Port to serve cruise ships, military vessels, and emergency response ships. Now it's uncertain whether any of those improvements are still on the drawing board or if the sponsors will need to make new concessions.

The Port had previously identified $67 million+ in needed repair and maintenance at Piers 30/32. The aging, dilapidated Pier 30 was scheduled to be largely dismantled and replaced with a floating pool. Will that Pier now be indefinitely closed, like Pier 54?

As mentioned above, an obscure but significant reason for the delay decision was unresolved agreement on "datums" or reference points for existing and expected sea level rise elevations. This issue might have ramifications for other Port waterfront projects as well, including the Fisherman's Wharf redevelopment project.

The sea level rise "datum" issue also casts a light on whether the draft Waterfront Flood Study, completed last year by the US Army Corps of Engineers and the Port, is still on track to seek Congressional approval in 2026. (See *The Semaphore*, Spring 2024 for more information on the draft Flood Study.) The draft Flood Plan's approval timetable might be newly questioned given "priority" changes at the federal administration level. Either way, the Port's expense and capital funding projections could be expected to change substantially if the draft Flood Study is, or is not, approved by Congress.

The draft Flood Study's outcome is a major financial variable in the Port's repair and resilience outlook. The Port will soon release an updated Capital Plan for the 2026-2035 period, rumored to be projecting a $2 billion increase, to $6 billion+, from the current Plan's aggregate $4.1 billion funding need.

Advertise in The Semaphore. See page 15.

REVOLUTIONARY RETAIL:

TELEGRAPH HILL'S STUDIO FALLOUT AND HAPPY HOUSE PSYCHEDELIC GENERAL STORE SOOTHE THE "WHAT NOW?" BLUES

by Romalyn Schmaltz

By the time you read this, it will have been about 100 days since the illegal coup of our federal government by people whose names we already hear too much and don't bear repeating. As we navigate this new zeitgeist, the question I'm asked most these days is, "What now?" Having barely emerged from the depths of the pandemic, our optimism and a sense of being on the rebound were running ever higher until that coup. I find that the question "What now?" comes less from a place of despair and more from a sincere yearning to gather and train one's energies on meaningful work whenever and wherever possible.

The good news is you can have a lot of fun *and* make a difference just by shopping in your favorite neighborhood.

As throughout the Bay Area, we neighbors of North Beach and Telegraph Hill are home to an embarrassment of artists and activists, and since January 20th, artful activities of resistance have only become an amplified ration of our daily bread. It follows that patronizing artists and businesses that reflect your values—"voting with your dollar"—is itself a revolutionary act, especially when popular shopping options like Amazon gild the billfolds of billionaires. Fortunately, we have a kaleidoscope of cafés, restaurants, bars, and retail that have proven themselves citadels of San Francisco's hallmark individuality, diversity, and community in the face of this new hegemony of fear, division, and exclusion.

Two such outposts of revolutionary retail live within picketing distance from one another right here on Telegraph Hill. And although their names, history, and presentation are unique to their brand, both Winston Smith's Studio Fallout and the freshly-minted Happy House Psychedelic General Store promise patrons punk points on every purchase—plus the free dopamine dose that comes with rejecting the oligarchy's mass consumerism.

Consummate raconteur, creative director, and collage maestro Winston Smith leads a Studio Fallout workshop of rapt students. © Studio Fallout

From Tomb to Fallout Shelter

Long ago deriving his sobriquet from Orwell's protagonist in *Nineteen Eighty-Four*, collage artist Winston Smith was born and raised under a different name on an animal farm near Oklahoma City in the 1950s, but in his adolescence, he escaped to Italy, where, as he puts it, "The Uffizi was my high school." There he immersed himself in art, culture, and counterculture in the late 1960s and early '70s.

"After studying art and being a general ne'er-do-well, I came back from Italy to America and hitchhiked across the United States in '76. I decided to stay once I landed in San Francisco, and I always hung out in North Beach because of my connection to Italy and especially Florence—you could walk down Columbus Avenue and hear the Tuscan dialect on every block! It was an instant extension of my Italian life!"

John Moniker, aka John Mink, shares his stories as editor of the book Teaching Resistance. © Studio Fallout

At the same time, punk was emerging on the west coast as a political and aesthetic rejection of conservative cold-war American institutions and norms. Before long, Winston found himself designing some of the most iconic punk rock album covers of the '70s and '80s—and is still doing so today in trusty paper, scissors, and glue (and not Photoshop!). Indeed, as a spirited teenage punk isolated in pre-internet South Dakota, I knew him through my teenage record collection that leaned liberally on, say, The Dead Kennedys—a San Francisco veteran group whose visual language has become synonymous with their music because of Winston's work. Fans of Bay Area band Green Day and readers of *The New Yorker* or San Francisco's own periodical music bible *Maximum Rocknroll* will likewise recognize his hand's sleights. Eventually, Winston knew it was time for a clubhouse.

"Our friends had been running a 'tomb'—a gallery called Five Points Arthouse just below Grant Avenue, so they called it 'Grant's Tomb'—and they asked me to do a show there in 2009 and then offered for us to take it over. In that first show, we broke even down to the penny to pay the rent and thus began the mad dash to always keep the lights on." While Winston had been immersed in North Beach culture for decades, this move rooted the artist and his wife, collaborator, and Director of Operations Chick Lewis, in Telegraph Hill's commercial corridor along Grant (well, just below it).

"We would have one-night events celebrating such things as the anniversary of *Nineteen Eighty-Four*, the hundredth anniversary of Dada, or hosting speakers including John J. Heartfield, grandson of the notorious 1930s German anti-Nazi collage artist. My artwork may be my life, but Heartfield was *risking* his life making art. So our location has always been a place for misfits to make art and has actually been registered with the City that whatever happens there has to be art-related—it's a 'Designated Art Zone!'"

A Collage of Countercultural Delights

The 1500-square-foot semi-subterranean space has since hosted myriad iterations of resistance culture, including a punk rock museum. It feels like it's arrived now as Studio Fallout: a mixed-use space comprising an art gallery (including some of Winston's permanent collection and archives); Out of Sight Records helmed by veteran vinyl wizard Dave Tutton; Beach House Vintage clothing and household oddities; Txutxo Perez's Days of Fury screen printing; and Jason Chandler's Horrible Comics—all under the shepherding of Chick, Winston, and Art Director Matthew Kaldi.

Their events roster is always engrossing and educational—in fact, in March, I attended their "Teacher's Lounge" event as a longtime progressive educator myself and was moved to zeitgeist-feisty tears as teachers in imperiled programs shared their spirited stories of teaching while resisting. Like many of their events, Teacher's Lounge was a night of interactive, multi-media shenanigans, with audience members creating and sharing art in real time. Planned and spontaneous music is often a feature of Studio Fallout programs. The room's joy regularly cuts up any paralysis of fear and rearranges it in a collage of purposeful play, and you can't leave the space without feeling inspired, engaged, and alive in the "What Now?"

Studio Fallout is located at 50-A Bannam Place just off Union Street and below Grant and is open Thursday-Sunday from 12-6:30 p.m. and by appointment. You can peruse their roster and book the space for your event or pop-up at studiofallout.com.

Fancies Forged in the Flames of the Pandemic

A short march up Union and down Grant will land you at a similarly-tuned instrument of resistance, this one a two-story playland flooded with light, cheer, and conviction. Just last year, Isabella Hill and Nikki Greene opened the Happy House Psychedelic General Store between our oldest operating record store, 101 Music, and Otherwise Brewing, the new brewery by artist Stellar Cassidy. Happy House—whose namesake is the song by post-punk artists Siouxsie and the Banshees—is exactly that: You can feel your grin rising as you shuffle off the world's woes and dance into its orbit of curiosities that, as it turns out, are all locally sourced and made.

"Nikki and I have been friends for a long time, and she moved back from New York during the pandemic. We were sharing an art studio space together and were noticing that a lot of our friends were underemployed and suddenly had a lot of time to create exciting artwork and gifts, and we thought, 'Wouldn't it be awesome if we had a space to showcase all of this amazing work by friends?'"

And awesome it is in the truest sense of the word. One stands in awe of Isabella and Nikki's knack for curating knickknacks and independent art, and as with Studio Fallout, their assortment includes locally designed and vintage clothing, household treasures, vinyl records, original artwork, *and* a mezzanine gallery and event space available for openings, pop-ups, and

continued on next page

SOCIAL & EVENTS REPORT

by Kim Pendleton, Committee Co-Chair
kim.pendleton@thd.org

THE IMPORTANCE OF COMMUNITY AND GATHERING:

BUILDING CONNECTIONS AND ADDRESSING NEIGHBORHOOD ISSUES

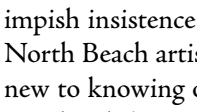
In today's fast-paced world, it's easy to feel disconnected from the people around us. Yet the power of community remains one of the most important forces in fostering a sense of belonging, support, and shared purpose. One way our neighborhood organization strengthens these bonds is through regular gatherings that promote connection and conversation.

THD members meet twice a month—once for a casual happy hour at Savoy Tivoli for Thirsty Third Thursdays and again for an engaging Art Walk on First Fridays. These events serve as a space to unwind, enjoy each other's company, and appreciate the creative expressions of our local artists. Whether we're enjoying drinks or strolling through galleries, these gatherings offer more than just a chance to socialize. They provide opportunities to connect with neighbors, make new friends, and engage in meaningful discussions about the issues that impact our community.

Our meetings are more than just casual get-togethers; they act as a forum for addressing important topics that shape our neighborhood. From local developments to community initiatives, these discussions give us the chance to voice concerns, share ideas, and collaborate on solutions. It's through these conversations that we build a stronger, more resilient neighborhood where everyone's voice is heard.

Ultimately, community and gathering are about creating spaces where relationships can thrive and where we can collectively work toward positive change. These simple but impactful events are vital to fostering a sense of connection and belonging, strengthening the fabric of our neighborhood.

We look forward to seeing you soon! More fun events to be announced shortly.



SOCIAL & DINNERS REPORT

by Kristen Foley, Committee Chair
kristen.foley@thd.org

MAY 6: ANNUAL MEMBERSHIP DINNER AND ELECTION

THD's Annual Spring Members' Meeting will be held on Tuesday, May 6th from 6 to 9 p.m. Our members had such a great time at last year's event that we decided once again to patronize a North Beach staple, Fior d'Italia. It will be a packed evening: Telegraph Hill Dwellers will elect the 2025-2027 Board of Directors. (See the nominated slate elsewhere in this issue.) We will welcome new members and feature some interesting special guest speakers. THD will also be presenting awards honoring some exceptional individuals for their contributions to the North Beach community.

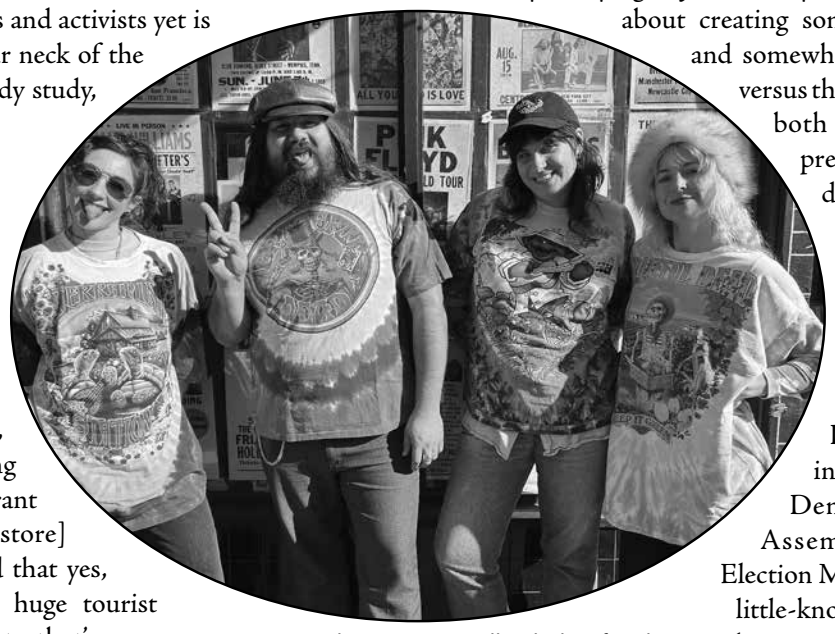
The cost to members is $60 with a no-host bar. Members will enjoy a delicious dinner featuring a three-course meal, including an entrée choice of lasagna, rigatoncini con pesto, petto di pollo cacciatora, or pesce del giorno.

The last day to reserve a space is Saturday, May 3rd, so make sure to visit *thd.org* to purchase your ticket! See you there!

Happy Hour Thirsty Thursday. © Greg Giachino

Studio Fallout *cont'd from previous page*

other community purposes. North Beach's own Liza Minnelli doppelgänger, Isabella welcomes passers-by into her collective cabaret with wide, sincere smiles and hugs, creating an epidemic of infectious cheer that belies any "What Now?" angst. But hers isn't the joy of the naïve—not unlike Minnelli's Sally Bowles in *Cabaret*, Isabella is hip to the sociopolitical stakes of our day and insists that the only way for her to keep her house happy is to stand by her convictions, even as a retailer. A native San Franciscan, she exudes the impish insistence and enthusiasm I associate with North Beach artists and activists yet is new to knowing our neck of the woods. She's a speedy study, though.



Happy House is home to a small tight-knit family, like most small businesses. © Happy House

Native North Beach Spirit

"So I grew up in the Haight, and I never really hung out in North Beach until the later pandemic, where I was doing some work for [Grant Avenue vintage store] Vacation. I realized that yes, North Beach *is* a huge tourist location, but that that's actually a great thing" and that the global travelers who make us a destination deserve to buy unique, meaningful souvenirs and gifts that come with human stories and keep revenue local. Along the way, Isabella has become very at home not only at Happy House but in her adopted neighborhood, and from my vantage, it's as though she's always been here. She waves wildly at what seem like old friends so often you'd think she were reading the Constitution in semaphore.

That's led her to a swift investment in our neighborhood and even city politics. We fell to gushing about the thrill of North Beach being recently nominated as a National Historic District and chewed on the inanity of its being opposed by anyone—to the point it's become a political matter. As she proudly placed a Historic District support sign in Happy House's window, she shrugged, "Yeah, this should be a no-brainer."

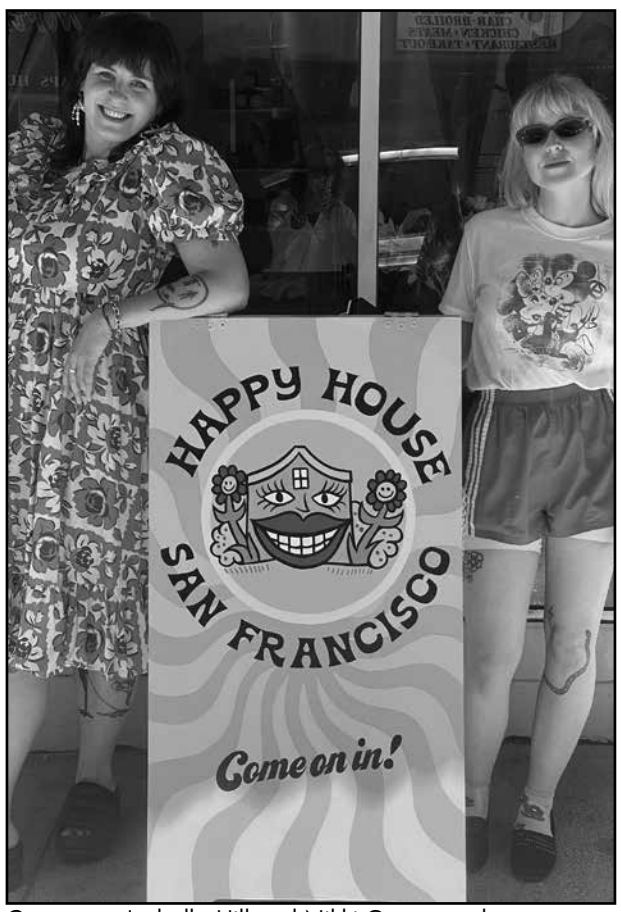
"Like many of the political things I've been involved in recently, there's been a huge misinformation campaign by very moneyed opponents, and to me what they're saying is just so very…*transparent*. It's all about creating something emotional and somewhat hysterical of 'us versus them' when in reality, both things [historic preservation and new development] can co-exist."

Those "political things" included, in February, a bid to be an Assembly District Delegate in the California Democratic Party Assembly District Election Meetings, a woefully little-known election with a big impact on the direction of the Party. Competing in a pool of 49 candidates, Isabella joined 14 others in the "Grassroots Rising" slate in opposition to billionaire-bankrolled interests and consolidated candidates. Only 1,138 total valid votes were cast in the obscure election with complicated voting rules, and Isabella missed winning a seat by only 18 votes.

"I got involved because, as Happy House, we are members of an organization called 'Small Business Forward' (SBF), which was created as a progressive advocacy group for small businesses in the City. Some business owners often skew very pro-cop and anti-homeless, for example, so SBF was created for those of us who don't identify with those strategies. They push their members to be more active in community and politics, and they support us in these endeavors. It was super eye-opening. Before, I had a lot of passion but not as much action."

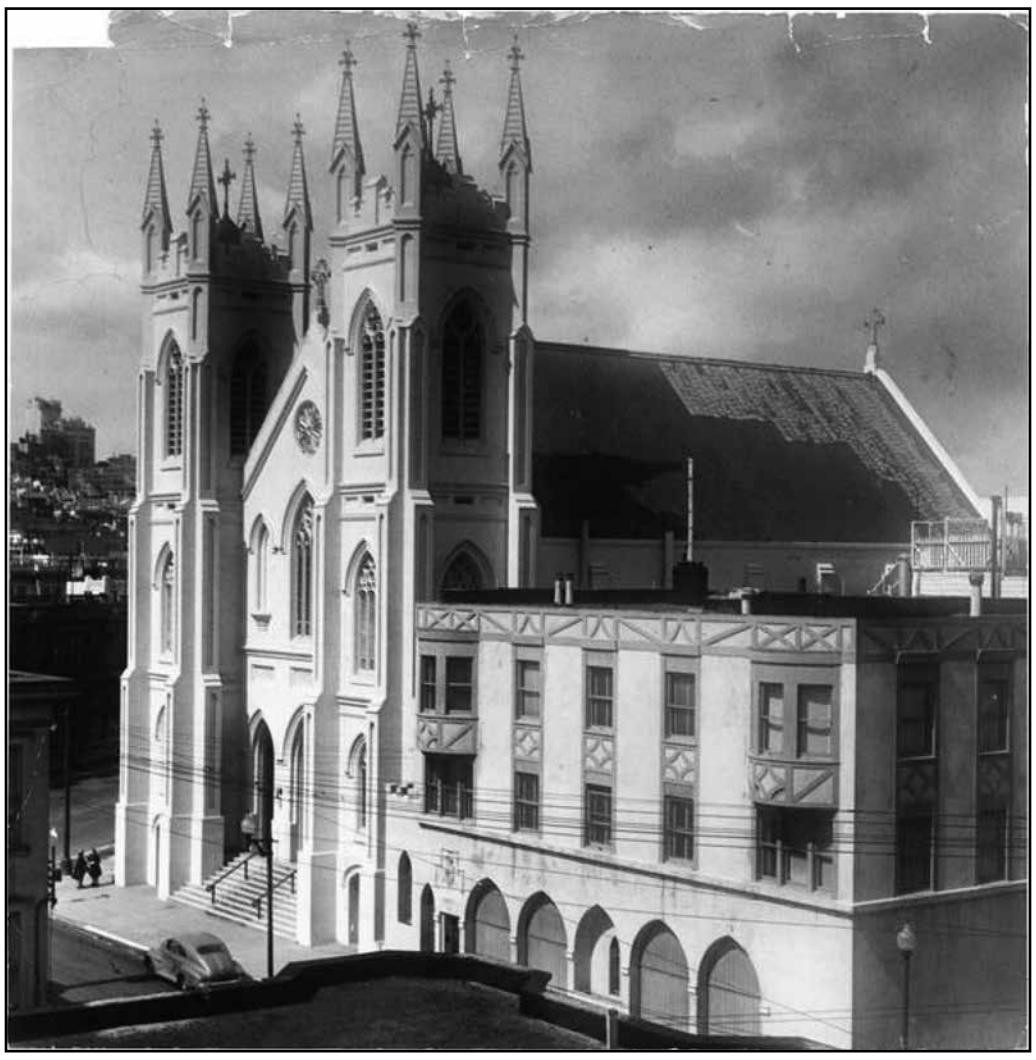
Passion and action—that's revolutionary retail. From the punk bunker to the sunlight-strewn general store for the non-generic, we here in North Beach and Telegraph Hill have options, and our choices cause ripples we can actually feel right at home, right now.

Happy House is located at 1412 Grant and is open Wednesday-Sunday from 12-8 p.m. You can contact Happy House via Instagram at @happyhousesf for programming, event, and pop-up opportunities.



Co-owners Isabella Hill and Nikki Greene welcome you to the Happy House. © Happy House

IF NORTH BEACH ISN'T A HI



St. Francis of Assisi, 610 Vallejo St., 1849. (Landmark No. 5) COURTESY S.F. PUBLIC LIBRARY

Alley flats on Varennes Street north of Green Street, built 1906 to 1907. © DENNIS HEARNE

by Nancy Shanahan, President, Northeast San Francisco Conservancy (nesfc.org)

As you undoubtedly have heard, after many years of extensive research, NESFC, supported by THD and many others, officially filed a nomination to list North Beach as a historic district on the esteemed National Register of Historic Places. The National Register is "the official list of the Nation's historic places worthy of preservation." It is "part of a national program to coordinate and support public and private efforts to identify, evaluate, and protect America's historic and archeological resources." In addition to listing eligible historic properties, the National Register helps qualified historic properties receive a range of benefits and incentives.

This nomination, prepared by Architectural Historian Katherine Petrin, is the culmination of work that began in 1980, almost half a century ago! A comprehensive effort by qualified historic preservation professionals and volunteers resulted in the development of a *North Beach Historic Context Statement* that was unanimously adopted by San Francisco's Historic Preservation Commission (HPC) in 2022. The Context Statement became the source material for the nomination to the National Register of Historic Places,[1] now scheduled for consideration at the State Historical Resources Commission's May 9th meeting in Sacramento (just after publication of this issue of *The Semaphore*).

As summarized by the State Office of Historic Preservation:

> The property is associated with San Francisco's reconstruction following the 1906 Earthquake and Fire, cultural significance for its association with Italian and Chinese communities, Bohemian and Beat writers and counterculture of the 20th century, LGBTQ+ history, and architecture, including the work of a large number of master architects.

Where are we in the Process?

Following the filing of the nomination in June of last year, letters were sent by the State to all property owners in the proposed district, informing them of the nomination and inviting their comments. HPC held a public hearing on January 15th and unanimously recommended approval of the nomination to the State Historical Resources Commission, which was scheduled to take it up on February 7th. And that's when things started getting dicey and spicy.

Without any heads up to the proponents, District 3 Supervisor Danny Sauter convinced Mayor Daniel Lurie to ask for a delay from the state. On January 27th, the last day possible to pull the item from the Commission's agenda, Mayor Lurie requested it be removed to allow more time for his office to conduct "due diligence." As a result, the nomination was withdrawn from the February 7th agenda. Use this link to read an article on the North Beach Historic District by Woody LaBounty of San Francisco Heritage explaining the delay: *https://www.sfheritage.org/news/north-beach-national-register-district-stalled/*.

Fugazi Hall, formerly Casa Colo
Street, designed by Italo Zanolini
tecture as well as its associa
© Denni

Supporters sprang into action, and the response from the community has been amazing and heartening. With a group of committed volunteers, we launched a robust public outreach effort, getting support letters from dozens of local businesses, from City Lights Bookstore to Caffe Trieste, organizations like the North Beach Business Association, the Italian Athletic Club, and the Chinese Chamber of Commerce, and from many property owners and residents. The nomination has also received support from San Francisco Heritage, the Coalition for San Francisco Neighborhoods, the California Preservation Foundation, and former Mayors Art Agnos and Willie Brown. We produced fliers and beautiful posters—Thank you to our own renowned John Mattos who provided the artwork—and got two billboards supporting the Historic District—Thanks to Tony Gemignani from Tony's Pizza. We made gorgeous t-shirts—Let us know if you want one; they are only $19!. We have been doing outreach every Saturday at the North Beach Farmers Market and have gotten hundreds of signatures on an online petition in support of the district.

As a result of these efforts, we have been successful in placing the nomination back on the May 9th agenda of the State Historical Resources Commission.

470-490 Columbus Avenue, designed by prominent Modern architect Martin J. Rist (1936) © NANCY SHANAHAN

Why is North Beach Worthy of Listing on the National Register?

Here is a brief look at the incredible history of North Beach as documented in the National Register nomination.

Rapid Reconstruction of North Beach Following the 1906 Earthquake and Fire

The most significant theme in North Beach his-

1. The *North Beach Historic Context Statement, prepared by Michael Corbett,* and the draft Nomination of the North Beach Historic District to the National Register of Historic Places, prepared by Katherine Petrin, are available for review at *nesfc.org.*

STORIC DISTRICT, WHAT IS?

City Lights Bookstore (Landmark No. 228) at 261-71 Columbus Avenue, designed by Oliver Everett (1907), is significant for its associations with the Beats. © Judith Powell

Vesuvio's Cafe, Cavalli Building at 253-255 Columbus Avenue, designed by Italo Zanolini (1913), is important for its architecture as well as its associations with Italians and Beats. © J. G. Corbett

tory was its rapid rebuilding after the 1906 earthquake and fire that wiped out all existing buildings in North Beach, except for the shell of St. Francis of Assisi Church, leaving the layout of street and lots and Italian ownership intact. Due to several important factors, North Beach was the first part of the City to be rebuilt. Two Italian bankers, A.P. Giannini (Bank of Italy, now Bank of America) and Andrea Sbarboro (Italian American Bank, now merged into Bank of America), helped their compatriots by providing loans and shipping in lumber that enabled owners to rebuild buildings and businesses quickly and cheaply. Another factor in the quick reconstruction was the presence of many architects, contractors, skilled masons, and construction workers among the Italian population.

niale Italiana, at 674-678 Green
i (1913), is important for its archi-
tions with Italians and Beats.
s Hearne

Resulting from its rapid rebuilding on previous patterns, North Beach possesses an overall continuity and consistency of style, scale, use, building methods, and materials. Almost uniformly, they are treated with facade ornamentation derived from Renaissance and Baroque architecture, including cornices, belt courses, columns, window and door moldings, and other decorative details. Almost all buildings were built to the sides of their lots. On hillsides, they climb in even steps, the basement or ground floor accommodating the adjustment from level.

Among the many building types constructed in North Beach during the period after the earthquake and fire, residential and mixed-use flats buildings are the most numerous. Most flats are two-or-three-story buildings, with living units stacked on top of each other. The entry to each flat is reached through outside doors and up private interior stairways. Collectively, they are extremely important to the proposed historic district. If you look around, you will see many flats buildings, including Romeo flats, so-called because of the open-air or enclosed balcony on each floor, alley flats with flat facades and no bay windows, and flats with storefronts on the ground floor.

Social History of North Beach

Italian Life and Culture. As the focus of Italian life and culture in San Francisco, North Beach is known as "Little Italy." Italians were primarily responsible for rebuilding their neighborhood after the earthquake and fire before any other section of the City. And, Italian life and culture endures today in our churches, including Saints Peter and Paul and St. Francis of Assisi, voluntary societies and social clubs such as the Italian Community Services at 678 Green Street (known as Fugazi Hall), the Italian Athletic Club at 1630 Stockton Street, and parades and celebrations, to name only a few.

Bohemians and Beats. Bohemians of various sorts have been in North Beach throughout its history. North Beach is celebrated for its concentration of existing places associated with the Beats, which most of us know well, including City Lights Bookstore (Landmark No. 228), Old Spaghetti Factory (Landmark No. 127), Vesuvio Café, Specs'12 Adler Place, Gino and Carlo, Tosca, Caffé Trieste, Fugazi Hall, and so many others.

Lesbian, Bisexual, Transgender, and Queer (LGBTQ). North Beach is also known for its association with LGBTQ social history, significant as San Francisco's first bar-based LGBTQ community. Between 1933 and 1965, more than 20 nightclubs, bars, and restaurants catering to gay, lesbian, and transgender people opened in North Beach.[2] A few of the earliest and most significant are Finocchio's, Mona's 440 Club, the Black Cat Café, and the Paper Doll at 524 Union Street (Landmark No. 287).

Architecture

Many buildings in North Beach are significant for their architecture, as expressed by intact stylistic features, forms, construction methods, or distinctive aesthetic quality. These include the works of master architects, such as Louis Mastropasqua, Italo Zanolini, John A. Porporato, Perseo Righetti, Charles Fantoni, Louis Traverso, Paul J. Capurro, Joseph Devincenzi, and Paul J. DeMartini, who designed a great number of buildings in North Beach.

Buildings designed by prominent Modern architects between 1935 and 1970 are also significant, including those by Martin Rist, Hertzka & Knowles, and Gardner Dailey being the most prominent.

Frequently Asked Questions

What does it mean to be on the National Register?

Being on the National Register makes property

2. Donna J. Graves and Shayne E. Watson, *Citywide Historic Context Statement for LGBTQ History in San Francisco* was prepared by Donna J. Graves and Shayne E. Watson. Prepared for the City and County of San Francisco. October 15, 2015.

518-522 Green Street, designed by Adolph Cavallo (1907). © Dennis Hearne

Original plans for Romeo flats building (6 flats), 471-77 Vallejo St. Original blueprints by Charles Fantoni, 1907. courtesy THD Archive

Romeo flats at 471-77 Vallejo Street with an enclosed balcony on each floor, designed by Charles Fantoni (1907). © Judith Powell

NORTH BEACH HISTORIC? *continued*

owners and local businesses eligible for financial benefits and incentives. There are 32 federally recognized National Register Historic Districts in San Francisco, from the vast Presidio to the Embarcadero Historic District, from the Lower Nob Hill Apartment Hotel Historic District to the Union Iron Works at Pier 70. Throughout the United States, there are thousands more, including Little Italy in New York City and the French Quarter in New Orleans, all celebrated as our nation's most significant historic places.

As a property owner, does a National Register designation restrict my ability to alter, manage, maintain, restore, or dispose of a property?

Listing in the National Register places neither restrictions nor requirements on a private property owner. You may do with the property as you wish, within the framework of local laws or ordinances. You are not required to maintain the property in any specific way; you may demolish the property without federal permission.

Will a National Register designation put my property insurance at risk?

No! Designation does not in any way affect insurance issues. The California Office of Historic Preservation confirms that it has not seen a single instance of coverage being dropped or refused because of historic district designation. Rumors to the contrary are misinformation.

Will it Block New Housing?

Far from blocking housing, designation encourages well-informed development, preserves cultural heritage, and fosters the considerable economic growth tourism brings. Designation provides incentives for investment in and rehabilitation of historic buildings that reflect North Beach's character.

Why is National Register designation a positive thing?

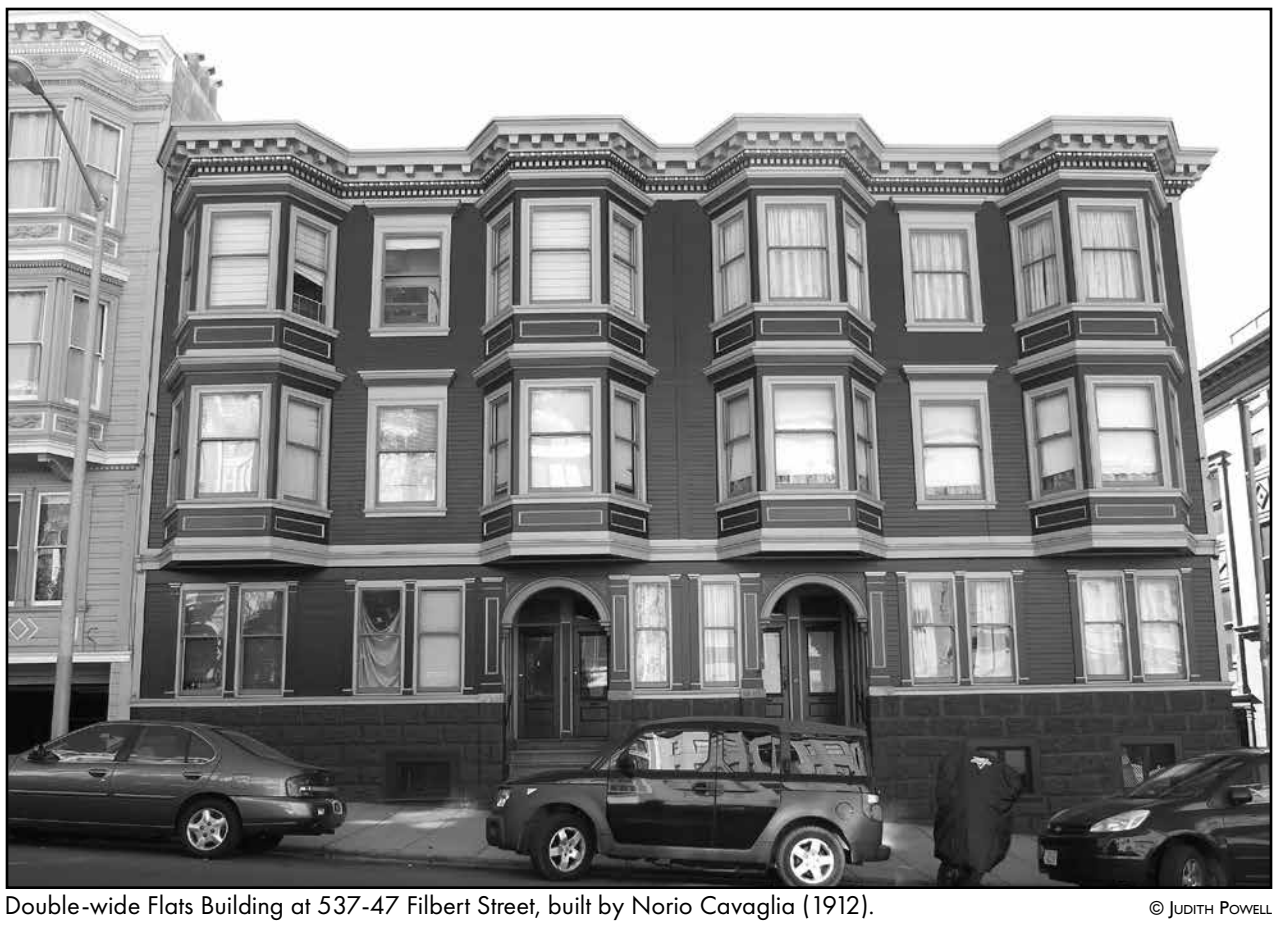
- Designation recognizes North Beach's historical and architectural significance and reinforces the perception that residents and visitors consider this a special place.
- Designation makes available significant benefits for property owners, tenants, and businesses and stimulates the economy. Designation provides residential and commercial property owners with valuable historical information and certainty as to the historic status of a property; you will know if your property is considered historic or not.
- Designation provides access to tax benefits through the Mills Act Program for contributing buildings; eligibility for the California State Historic Tax Credit (for homeowners, too) and the Federal Historic Preservation Tax Credit (a 20% cash return on construction costs). For a list of tax incentives and other benefits, go to *nesfc.org*.

We'll keep you posted on the results of the May 9th hearing, and if you're reading this before May 9th, please sign the petition at *nesfc.org*. We look forward to reporting a successful result. We believe, and we think you'll agree, that North Beach is one of the areas in San Francisco most worthy of being listed on the National Register.

NORTH BEACH CITIZENS

Hope.
Compassion.
Generosity.

northbeachcitizens.org
1034 Kearny Street
San Francisco, CA 94133
415-772-0918



Double-wide Flats Building at 537-47 Filbert Street, built by Norio Cavaglia (1912). © Judith Powell

501-505 Broadway, designed by Alfred I. Coffey (1909). © Dennis Hearne

First Friday, March 7, 2025, in front of billboard on Vallejo Street between Grant and Columbus Avenues. © Greg Giachino

THE QUINTESSENTIAL NORTH BEACH FILM NOIR: *THE SNIPER*

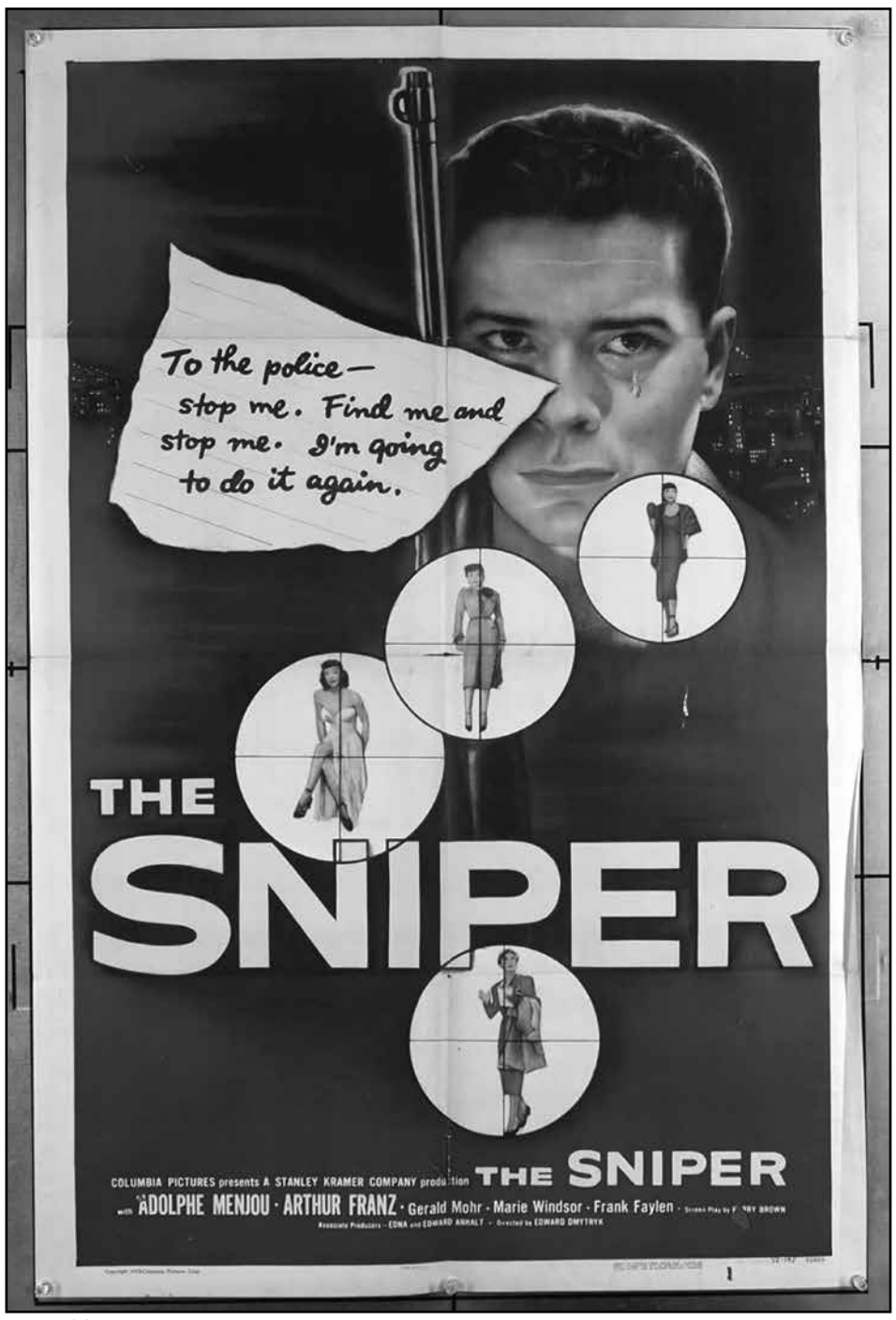
by Nadya Williams

The crime scenes in the 1952 black and white film *The Sniper* are nearly all within four blocks of our village's heart: Caffe Trieste. This is why this exceptional film is being offered *again* for the Wednesday, May 21st screening, concluding the new North Beach Noir (NBN) monthly series, *after* it ended the annual Films with Friends (FwF) 2024 series last November at the Savoy Tivoli. Here's another chance to see a surprisingly deep, sensitive, and well-made movie of this unique genre.

North Beach now has two free film series: the third annual FwF coming up in June through November, and the new NBN series January through May. All screenings for both series are on the third Wednesday of the month, and both are sponsored by the Telegraph Hill Dwellers.

FwF, beginning its third year, has several offerings at different venues at different times during the third Wednesday evenings, for its six-month run. Noirs are only one film per month at Live Worms Gallery at 7 p.m. for the five-month winter/spring run.

The Sniper is clearly a valentine to North Beach and Telegraph Hill—exclusively—as there are no "postcard" shots, always included in so many films made here, of the beauty spots: GG Bridge, Coit Tower, Palace of Fine Arts, City Hall, etc. The plot and cinematography stick to the very disturbing violence perpetrated by the main character—all in our iconic 'hood. Notable also is the fact that nearly every building is still the same 70 years later, a testament to the preservation of the architecture and character of this special neighborhood saved from modern money-making construction! Martin Scorsese says it's one of his favorite films, unusual for it being all shot on location. It was a "low-budget" film made for just under $1 million.


To the police—
stop me. Find me and
stop me. I'm going
to do it again.
THE
SNIPER
COLUMBIA PICTURES presents A STANLEY KRAMER COMPANY production
THE SNIPER
with ADOLPHE MENJOU · ARTHUR FRANZ · Gerald Mohr · Marie Windsor · Frank Faylen
Associate Producers · EDNA and EDWARD ANHALT · Directed by EDWARD DMYTRYK

Sniper Movie Poster

Director Edvard Dmytryk was brought to The City during the mid-1920s as a young teen from Canada by his Ukrainian parents, hence his love of and familiarity with this particular area. Based on an earlier story, the screenwriters were the husband and wife team of Edna and Edward Anhalt, who also co-produced the film. This was an era when the knowledge of psychological damage from trauma—initially stemming from World War I—became recognized worldwide. No small evidence of this is the casting of the actor in the title role, Arthur Franz, who had been a pilot in WW II and was shot down by the Nazis, imprisoned in Romania as a POW, only to escape later. There is even a reference in the film to the military-style rifle of the sniper. Even though he portrays a killer, Franz delivers a nuanced and almost sympathetic performance.

Because the film portrays violence against women, it begins with what in film parlance is called a "square up"—text on the screen that serves as both a clarification and a disclaimer. Censors in Hollywood were much more militant then, as opposed to anything-goes now. There were also dark political undercurrents at play, with director Dmytryk having been persecuted by America's McCarthy-era witch hunts, fleeing to England, where his films made there were banned in the U.S., returning to spend nearly five months in prison, and finally recanting, to testify against fellow leftist Hollywood filmmakers. This can only be the reason why arch anti-communist actor Adolphe Menjou was cast as the lead police detective who hunts down the sniper! In a 1985 interview, Edvard Dmytryk states, "To the Left, I was a Fink. To the Right, I was a Commie." A film noir right there! And a warning from the past to today's assault on democracy.

However, from the sniper's house on upper Filbert Street, still with a distinctive half-moon window, to the exterior wooden steps across the street, to the legendary Paper Doll Club at Cadell and Union Streets, to the storied white aquatic-modern apartment at the end of Calhoun Terrace, to the pre-gardens Vallejo Street steps, to cops on rooftops at Montgomery and Green Streets, locals will be kept on their mental toes to guess the locations of this visual love poem to the place we cherish.

ART & CULTURE REPORT

FILMS WITH FRIENDS RETURNS TO NORTH BEACH

by Nanci Gaglio, Committee Chair
nanci.gaglio@thd.org

We're excited to announce that Films with Friends is coming back for its third season—from June through December. Every third Wednesday of the month, we'll gather to share movies, laughter, and great conversation with friends here in North Beach.

What's in Store for Season Three?

- **Savoy Tivoli**

Our main stage where the magic happens! Each screening features a live element—think directors and friendly chats—costume contests, special drinks, and whatever magic makes it a unique experience.

- **Professor Seagull's Smart Shop**

A cozy spot for the explorer in all of us. We're showing films like Baraka and The Mushroom Network—movies that invite us to reflect and chat about life, art, other dimensions, and everything in between.

Get Involved!

Since Films with Friends is a neighborhood-run event, your ideas are at the heart of it all. Have a favorite film, a suggestion for a theme, or just a fun idea to make our gatherings even better? We're all ears! Want to join our committee? Help with promotions, operations, or marketing? Email *nanci.gaglio@thd.org*.

So, mark your calendars, and bring your friends along for a season of movies, fun, and community spirit. Let's make every third Wednesday a celebration of film and friendship.

See you at the movies—because together, every film feels like home!

Advertise in The Semaphore. See page 15.

AN ABIDING ALLURE: THE EVOLUTION OF VINTAGE ADVERTISING POSTERS

We welcome writer Joe Bonadio (*JoeContent.net*) to *Semaphore* pages once again and reprint his article with permission. The Real Old Paper Gallery is now located at 777 Beach Street on Fisherman's Wharf.

By Joe Bonadio

As regular readers know, I've spent a fair time writing about vintage posters here, specifically about North Beach's ***Real Old Paper Gallery***. I've been working with Andy England, the gallery's owner and my close friend, ever since they opened their doors at their original location on Columbus Avenue in 2016, and we're still putting up with each other today.

Despite publishing a half-dozen interviews and a spate of articles about the gallery, it recently occurred to me that I've never written a proper blog-length history of vintage advertising posters for these pages. In an effort to correct this omission, I've put together a brief overview to bring you all up to snuff on this (trust me) fascinating topic. And like so many stories, this one begins in an all-too-familiar setting.

In the bustling streets of Paris during the late 19th century, a visual revolution was taking place. Artists like Alphonse Mucha and Jules Chéret were pioneering a new form of communication: the advertising poster. These arresting works of art not only advertised products and events–their ostensible purpose–they somehow captured the essence of the era. In years to come, the best of these would become indelible symbols of the age, soon to be christened by historians as the Belle Époque: the beautiful time.

The Belle Époque Masters: Mucha and Chéret

Alphonse Mucha, a Czech artist working in Paris during this period, is today credited as the founder of the Art Nouveau movement. In fact, the posterist was so influential that the style was originally referred to as le Style Mucha: the Mucha Style. As much as the work of any single artist, his posters, characterized by flowing lines, intricate details and ethereal female figures, epitomized the Belle Époque aesthetic. One of Mucha's most famous works, "JOB Cigarettes", features a graceful woman surrounded by swirling smoke and the flaxen tresses of her hair, imbuing the pedestrian product–cigarette papers–with gilt and glamour.

Job Cigarettes by Alphonse Mucha, 1896. Lithograph, size: 45 x 15 inches. Photo: Andy England

Jules Chéret, often referred to as the father of the modern poster, upended the advertising world with his idiosyncratic use of color and composition. Cheret's posters were uniquely lively and eye-catching, featuring bold typography and dynamic figures, making him a magnet for advertisers trying to reach an increasingly sophisticated audience. Some of the master posterist's most celebrated creations are the works he created for Saxoléine, a lamp oil, as shown below.

Saxoleine by Jules Chéret, 1900. Lithograph, size: 49 x 33.5 inches.

The Rise of Cappiello and Villemot

As the 20th century dawned, new artistic movements emerged, and advertising posters continued to evolve. An Italian-born artist working in France, Leonetto Cappiello was busily creating a bold and modern approach that would forever transform poster design. His posters were characterized by vivid colors, exaggerated perspectives, and strikingly simple compositions, and they remain some of the most recognizable artworks in the world. Cappiello would eventually come to be known as the father of modern advertising, and his exquisite "Maurin Quina" (AKA Green Devil) is a prime example of the artist's playful humor and singular visual flair.

Maurin Quina ("Green Devil") by Leonetto Cappiello, 1906. Lithograph, size: 63 x 47 inches. Photo: Andy England

Raymond Savignac and Bernard Villemot further pushed the boundaries of poster art with their work in the mid-20th century. Savignac's whimsical and humorous style expressed the exhilaration of post-war optimism, while Villemot's sleek and daring designs epitomized the cool and sophistication of advertising's much-lionized Mad Men era. With a knack for conveying the essence of a product or message with just a few carefully chosen elements, Villemot created posters that were both visually captivating and instantly memorable. His "Orangina" is a distinctive example of his iconic approach, featuring the artist's characteristically bold color palette and minimal, modern composition.

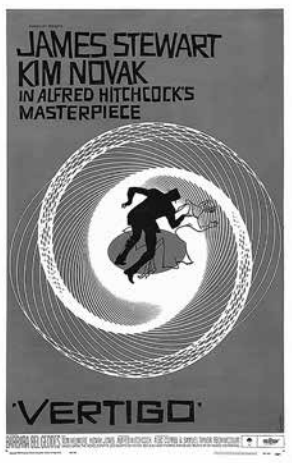
Orangina by Bernard Villemot, 1953. Lithograph, size: 23 x 17.5 inches. Photo: Joe Bonadio

The Golden Age of Travel and Cinema Posters

In the mid- to late-20th century, travel posters became a beloved and sought after genre of vintage ad posters. Enticing viewers with exotic destinations and romanticized visions of leisure and adventure, artists like Roger Broders, E. McKnight-Kaufer and David Klein created scores of stylish travel posters for companies like Pan Am, Air France and TWA, capturing the glamour and excitement of the newly minted Western jet set.

Air France poster by Guy Georget, 1963. Lithograph, size: 24 x 39 inches. Photo: Joe Bonadio

Meanwhile, classic movie posters were slowly becoming an integral part of the vintage poster phenomenon, playing an outsized role in Hollywood's golden age, and helping to immortalize many of film's brightest stars. Artists like Saul Bass, Drew Struzan and many others created unforgettable posters for movies like "Vertigo" (1958) and "Star Wars" (1977), deftly combining artistic skill with broad commercial appeal.



Vertigo movie poster by Saul Bass, 1958. Lithograph, size: 27 x 41 inches. Photo: Joe Bonadio

Star Wars movie poster by Drew Struzan and Charles White III, 1978. Lithograph, size: 40 x 60 inches.

Chrysler New Yorker poster, 1955. Lithograph, size: 38 x 50 inches. Photo: Joe Bonadio

Legacy and Influence

Vintage advertising posters continue to captivate collectors and enthusiasts around the world, serving as both historical documents and precious artworks. From the romanticism of the Belle Époque to the sleek modernism of the mid-20th century, these posters offer a window into the cultural zeitgeist of their eras, creating a far-reaching appeal that only grows over time.

The public's persistent fascination with vintage advertising posters is a testament to the ingenuity and creative vision of generations of working artists. At once capturing and transcending the eras in which they lived, the imaginations of these trailblazers transformed the ephemera of commercial posters into enduring works of art.

Since 2016, San Francisco's Real Old Paper Gallery has been building a collection of vintage posters to rival any on the West Coast. You can see a portion of the collection here, and the retail shop in Fisherman's Wharf is open seven days a week. You can also view an impressive cross-section of the gallery's pieces at the lovely Lillie Coit's in North Beach.

Thanks for reading, everybody—and I'll see you in the neighborhood!

Real Old Paper Gallery
777 Beach Street
San Francisco, CA 94109
(415) 527-8333
realoldpaper.com

TRANSPORTATION REPORT

by Howard Wong, AIA, Committee Chair
howard.wong@thd.org

MUNI SUMMER SERVICE CUTS: BIGGER DEFICITS AHEAD

Deficit Becomes Reality—with Financial Uncertainty Looming

The San Francisco Municipal Transportation Agency's (SFMTA) Board of Directors voted 4-3 to proceed with summer service cuts, opting not to tap $7 million in reserve funds (10% of operating budget). At two previous board meetings, the Board had rejected service cuts of $50 million for Fiscal Year 2025-26 (beginning July 1, 2025), directing staff to probe operating efficiencies and alternative funding. With Muni Funding Working Group input, Muni staff had whittled down service cuts to $15 million and then to $7 million. With a huge $320 million budget deficit looming in Fiscal Year 2026-27, the Board's dilemma was either to start limited route changes now versus "kicking the [inevitable] can down the road," that is, sustaining service while pursuing nebulous funding/ballot measures.

Counter-Argument to Service Cuts: Loss of Public Confidence

Three members of the Board of Supervisors and transit advocacy groups had endorsed zero service cuts, better unifying the electorate for a run at local/regional/ state funding. Service cuts would decrease ridership, customer satisfaction, and revenue—triggering further cuts and harming seniors/low-income people. Temporary service cuts tend to become permanent. However, under federally-mandated Title 6, Muni staff's analysis of summer service cuts showed no disproportionate impacts on disadvantaged communities.

Summer Service Cuts: Limited but Impactful to Neighborhoods

Summer service cuts center on the transit-rich Market Street corridor, where bus lines overlap. From western SF, the 5 Fulton, 9 San Bruno, and 31 Balboa buses would turn around and go back outbound once they reach Market Street on weekdays—requiring transfers onto other Market Street lines. The 6 Haight-Parnassus and 21 Hayes buses would be combined into one line, turning around at Hyde and Market/Civic Center Station. For neighborhoods most affected, especially for seniors/disabled/low-income, their testimonies highlighted significant hardships in daily life—hard to see at the macro-planning level.

Fiscal Cliff is Deep: New Mindset is Needed

In short, post-pandemic state and federal funds run out in July 2026. Work-at-home and new commute patterns dampen ridership numbers and fare revenue, especially for BART and Caltrain (falling a daunting 60% and 70%, respectively). Muni ridership has steadily improved but 25% below previous highs. Without new sustainable funding, Muni could cut bus lines and shorten routes, frequency, evening hours and maintenance—as much as 50% cuts. By no means is the SF Bay Area unique: Chicago transit faces a $700 million deficit—equivalent to 40% service cuts, elimination of half its bus lines, ending of weekend buses, and more. As in transit-rich countries around the world, public transit needs a national funding plan—if for no other reason than to compete economically and technologically.

Politicos and Transit Advocates Press for New Funding

There are three major transit funding efforts in the works. **First**, years in development across nine Bay Area counties, a Metropolitan Transportation Commission (MTC) Regional Transportation Funding Measure is advancing with SB 63, authorizing a 10-15 year sales tax measure on the November 2026 ballot. Specifically: a ½-cent sales tax in Alameda, Contra Costa, and San Francisco Counties—with up to 1-cent in San Francisco. San Mateo and Santa Clara Counties can opt into the measure by July 31, 2025. This partially solves Muni's structural deficits—not generating as much funds as a 30-year tax measure over nine counties—but best measure possible, given regional political constraints. More on the political nuances to this ballot measure in the future.

Second, state funding is being sought by state legislators, Board of Supervisors, and advocacy groups. Historically, California provides less funding to its largest transit agencies than the rest of the country—Muni/BART less funding than other California cities/regions. Legislators are proposing $2 billion in state budget funds over the next two years to address statewide transit operating deficits and capital projects. This is particularly timely, given that California will be hosting the future Super Bowl, World Cup, and Olympics—when cities/states/countries transform transit for practical/political reasons.

Third, San Francisco Mayor Daniel Lurie is considering a 2026 transit ballot measure, starting a ballot fundraising committee. Mayor Lurie envisions a functional and robust transportation system, necessary to "fix" downtown and bolster foot traffic. The planned ballot measure will include reforms for Muni accountability and reliability. San Francisco has elections in June and November of 2026.

Other Funding Issues

Like in Pennsylvania, California can flex federal highway funds (billions of dollars) to transit operations—requiring political dexterity though, given regional priorities. Also, aside from new funding, big savings in operating costs can come from regional transit integration/coordination—amongst 27 Bay Area transit agencies and 151 transit-related planners/providers. By example, three Bay Area state universities are considering merging administrative services to cut costs. Finally, best transit practices, from around the world, demonstrate the social/economic benefits of sustained state/provincial/federal operating subsidies--think New York City, Toronto, Switzerland…

Parking Meter/permit Fees may go up, per a SFMTA proposal to generate an additional $18 million annually—including a one-time meter rate increase of 25 cents/hour, a base rate increase from 50 cents to a dollar, more parking officers, and new technology.

'DAYLIGHTING' parking tickets have been delayed**.** When parking within 20 feet of an approaching crosswalk (Assembly Bill-413). SFMTA planned $40 citations (even for unmarked spaces)—but will instead accelerate the red painting of affected spaces, while issuing only warnings.

RIDE the 39-Coit Bus/transit to boost ridership and revenue numbers. Muni is one of the country's most robust transit systems—to explore culture, history, and neighborhoods. BART, Caltrain, and Ferry connect unique regional destinations and events.

BOARD MEETING HIGHLIGHTS

JANUARY – MARCH 2025

by Mary Lipian, Recording Secretary
mary.lipian@thd.org

January 2025

The THD Board of Directors held a retreat at the Italian Athletic Club on Sunday, January 19, 2025, to develop goals for the year.

The nomination of the North Beach Historic District for the National Register of Historic Places is scheduled to be heard by the State Historical Resources Commission in Sacramento on February 7, 2025. Nancy Shanahan thanked Judi Powell for all of her work on the project. San Francisco Heritage strongly supports the nomination along with hundreds of neighbors in North Beach, property and business owners, community leaders, diverse cultural groups and institutions, and many legacy North Beach businesses.

The permit for a proposed 112-unit, 17-story condominium tower at 1088 Sansome Street appears to have expired. The project, in the Northeast Waterfront Historic District, would replace the historic Bemis Bag Building at 1088 Sansome with a new structure taller than 200 feet.

February 2025

The THD Nominating Committee for 2025-2026 was selected, with the appointments of Nancy Shanahan and Stan Hayes and the nominations of Peter Stevens, Greg Giachino, and Greta Alexander. On motion duly made and seconded, the Board unanimously approved those nominations.

It appears that Hudson Pacific has decided not to proceed with its proposed exterior alterations to the Ferry Building. THD has opposed the changes because they would have resulted in a loss of public access due to private restaurant uses and alterations to the front façade, including the enclosure of the historic arcades and new sidewalk canopy structures that would have blocked the Embarcadero frontage.

The State Historical Resources Commission hearing on the North Beach Historic District nomination scheduled for February 7, 2025 was taken off the calendar at the request of SF Mayor Lurie, who said he wanted time to study the proposal. THD will work with proponents to have the nomination re-calendared at the Commission's May 9, 2025 meeting.

955 Sansome, proposed as a State Density Project with plans to demolish the existing two-story garage and construct a massive new 24-story mixed use building with 132 units, is now being advertised for long-term lease. THD and the neighborhood were strongly opposed to the project. The entire structure is available as a three-level, secure garage with high visibility at the corner of Sansome and Vallejo Streets.

March 2025

THD co-hosted a Happy Hour with San Francisco Heritage on March 13, 2025, at the Savoy Tivoli. This well-attended event offered an opportunity to gain wide-spread support for the nomination of the North Beach Historic District to the National Register.

In addition to THD, more than 200 letters of support have been submitted to the State Historical Resources Commission. A major effort by the Northeast San Francisco Conservancy and others is underway to expand and mobilize the support of North Beach residents, businesses, and others.

THD approved the submission of a letter supporting Vesuvio Café's application for an outside entertainment event permit to the Interdepartmental Staff Committee on Traffic and Transportation. The permit would allow for events to take place in Jack Kerouac Alley.

Beginning March 19, 2025, and continuing on the third Wednesday of each month through May, Nadya Williams is organizing a series of classic noir films at Live Worms Gallery beginning at 7 p.m. Films with Friends, led by Nanci Gaglio, will return this summer with a more varied focus. The Beat Museum will focus on avant-garde films, and Savoy Tivoli will continue to be the main stage. There will be a psychedelic location, among others.

RESTAURANT NEWS

Semaphore reporter Stephen Listisen showcases the neighborhood cafes and restaurants that have become favorites for himself and his guests. Tell us about yours. Cap Caplan, Editor, *semaphore@thd.org*

NORTH BEACH "WRAPPED"

by Stephen Listisen

When life gets hectic, typically meaning I've been away a lot recently or I have back-to-back weekends with guests in town, I'm less inclined to try new restaurants (and even less disposed to cook at home). Besides, when I have guests, it's my duty to show them one of San Francisco's—and North Beach's—greatest assets: the food scene. Right? With almost three weeks of consecutive travel behind me and a slew of weekends with family and friends visiting from across the country, I decided to highlight menu items at four North Beach establishments to which I keep coming back.

Cafe Francisco

I was initially drawn to Cafe Francisco for two reasons: (1) its proximity to my apartment and (2) the fact that it is one of the only spots in North Beach with bagels to-go. However, Cafe Francisco has become a go-to for me; its near-constant natural light paired with jazz music make it a great escape, albeit only a few blocks away. My go-to order is the Francisco Bagel, which consists of cream cheese, tomato, red onion, fresh basil, extra virgin olive oil, and ground black pepper. (Lox is optional for an additional charge, but my palate isn't that advanced.)

Cafe Francisco—Francisco Bagel.
© Stephen Listisen

2161 Powell Street
Open Wednesday – Sunday: 9 a.m. - 3 p.m.

Mario's Bohemian Cigar Store Café

Mario's was another cafe that I walked past almost every day for two years before finally wandering in... and my only regret is that I didn't do so sooner. Its central location on the corner of Washington Square Park makes the cafe prime real estate for people watching and enjoying some beverages, whether alcoholic or coffee-based. You can't go wrong with either the meatball or breaded eggplant oven-baked sandwich (served on Liguria green onion focaccia bread, might I add). If you're looking to imbibe, try the Mario's Lofi Spritz—it hits different on a sunny San Francisco day.

Mario's Bohemian Cigar Store Cafe—Breaded Eggplant Sandwich.
© Stephen Listisen

566 Columbus Avenue
Open every day: 11 a.m. - 9 p.m.

Il Casaro Pizzeria & Mozzarella Bar

My roommate Luke and I first stumbled into Il Casaro on a rainy Saturday night when we had no other plans but have since dined here with probably two dozen out-of-town guests. If you can, sit at the bar facing the wood-fired pizza oven or the parklet (weather permitting, of course). Il Casaro is a standout among many other top-notch pizzerias in North Beach because you can truly taste the freshness in its ingredients. My personal favorite menu items are the Prosciutto and Calabrese Pizzas, and Luke tells me that his mom still raves that the Insalata Romana with romaine hearts lettuce, roasted pine nuts, olive oil, lemon, and cheese is one of the best salads she's ever had. It's also worth noting that Il Casaro has some of the fastest service I've ever experienced at a restaurant without it feeling rushed or rude, making it perfect for a quick bite to eat.

Il Casaro Pizzeria & Mozzarella Bar.
© Stephen Listisen

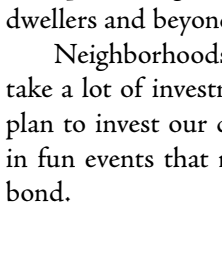
348 Columbus Avenue
Open every day: 11:30 a.m. – 11 p.m.

Fior D'Italia

To me, any establishment with a sign saying "America's Oldest Italian Restaurant" is already a must-visit. Now put that restaurant less than a five-minute stroll from my apartment, and it's even more appealing! When I first walked through the doors of Fior D'Italia, I felt like I was immediately transported to what feels like an increasingly bygone-era-type Italian restaurant, complete with white tablecloths, a (usually full) bar, pictures of the old country, and live jazz music most nights of the week. That atmosphere—plus an incredibly engaging and accommodating staff and great food—is the equation for a fantastic dining experience. I highly recommend the Gnocchi alla Piemontese, soft potato dumplings in creamy tomato sauce, but you can't go wrong with any of their fresh, made-daily pastas.

2237 Mason Street
Open Monday – Friday: 4 - 9 p.m., Saturday and Sunday: 12 - 9 p.m.

This list, of course, is non-exhaustive—I could never pick true favorites among the numerous cafes and restaurants that our beautiful neighborhood has to offer. And, as always, I look forward to discovering new (well, new to me) haunts in North Beach that keep me coming back.



TREASURER'S REPORT

by Peter Stevens
peter.stevens@thd.org

As the fiscal year comes to a close, I am pleased to announce that we are on track to come in slightly below our projected expenses and slightly above our projected revenues. I want to thank sincerely every member for your support. Without you, we wouldn't be able to throw two holiday parties and our 70th anniversary event, plant more than 20 new neighborhood trees, and produce the publication you are currently reading as well as hold monthly art walks, movie nights, happy hours, and much more!

We are currently finalizing our budget for next fiscal year (2025-2026). We will be increasing funds for our social committee, specifically putting more resources into our popular Films with Friends movie nights. We really hope to get people back onto our neighborhood commercial corridors to support our community businesses and spaces while spending more time with each other. We also are working to put *The Semaphore* online. We will still circulate printed copies to all members, but we want to make sure our love of this special neighborhood is accessible to as many hill dwellers and beyond as possible.

Neighborhoods don't happen by accident. They take a lot of investment, both of time and money. We plan to invest our dollars so you can invest your time in fun events that reinforce our shared neighborhood bond.

"I have been enjoying countless passages in Peter Dwares informative, funny, page turner "Be the Architect of Your Own Life".

"A philosophy for people who want to excel in business or just live better. "Filled with wisdom and fun."

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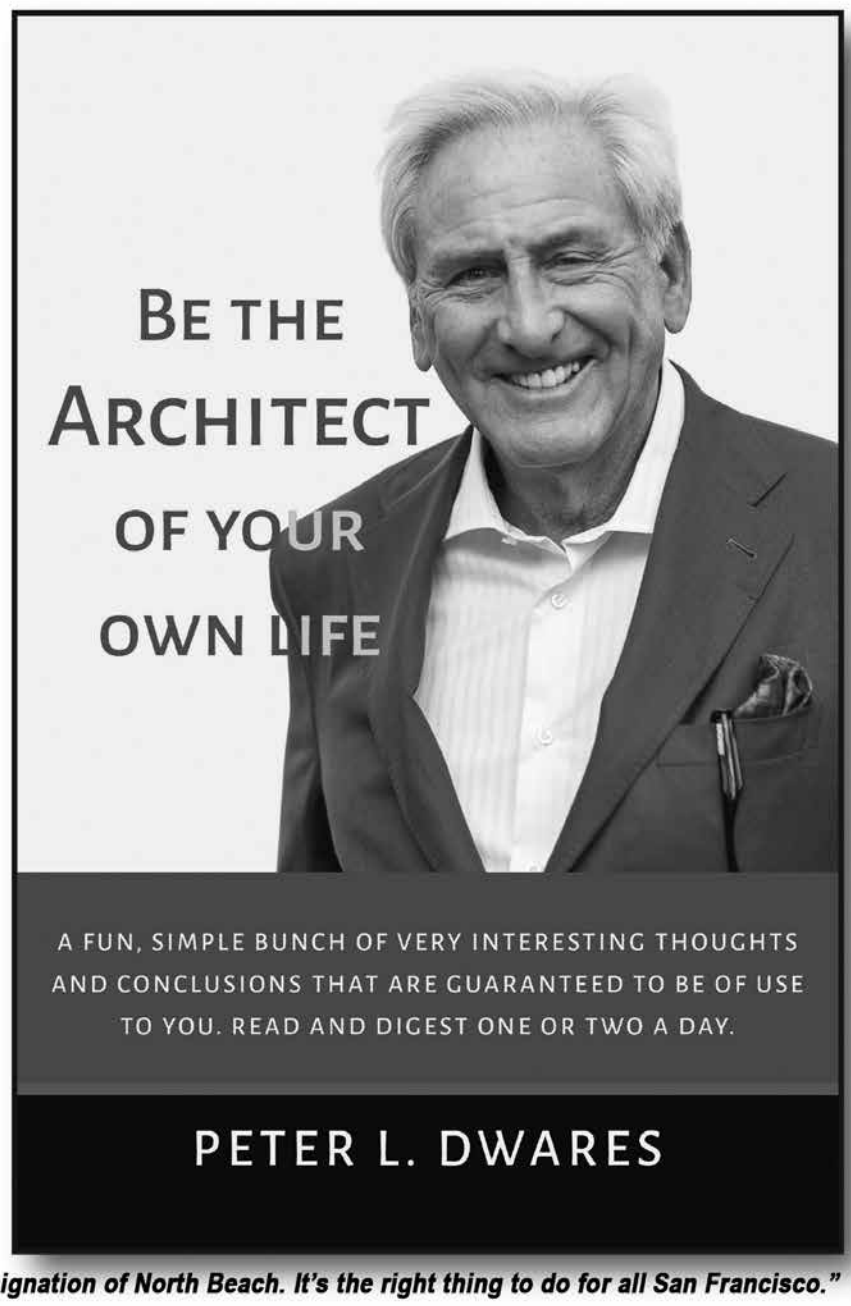
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PETER L. DWARES

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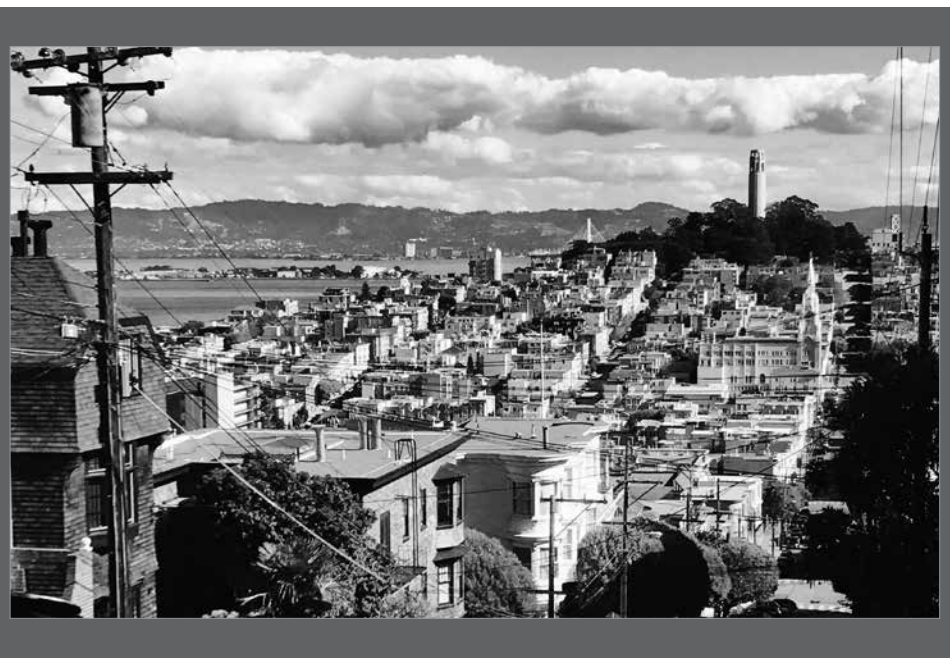
For Ad Sizes and Rates, Contact:
Andy Katz at *andy.katz@thd.org*



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San Francisco, CA 94102
+1 (415) 757 0877

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2905 College Avenue
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+1 (510) 649 1495

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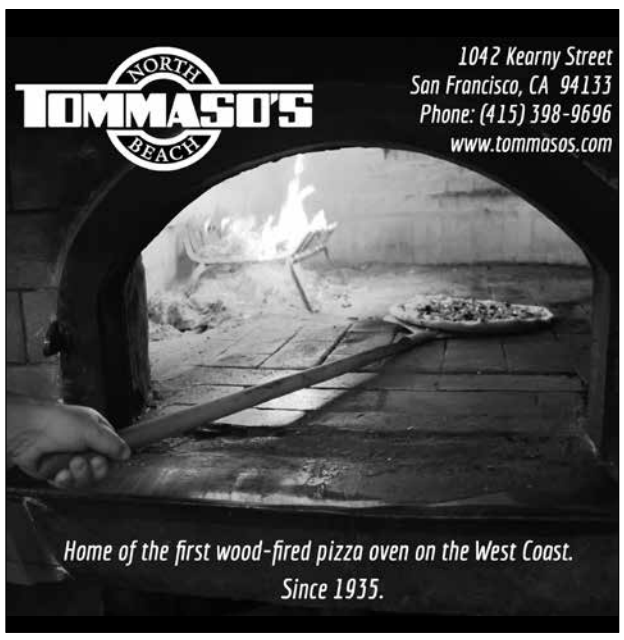

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THD member
bluecedarpress.com

THD Committees Need You

Get involved in our neighborhood and make a difference! Join a THD committee and help keep the Hill a special place to live.

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Membership: Andy Katz *THDmembership@gmail.com*

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Communications: Al Fontes *al.fontes@thd.org*

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Central Police District Community Advisory Board: Daryl Babbitt

Coalition for San Francisco Neighborhoods: Al Fontes

Friends of Washington Square: Michael Rothmann

Northern Advisory Committee Member: Stan Hayes

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President: Nick Ferris

Vice President: Greg Giachino

Recording Secretary: Mary Lipian

Corresponding Secretary: Katie Hopkins

Treasurer: Peter Stevens

Financial Secretary/Membership: Andy Katz

Historian: Nancy Shanahan

Past President: Stan Hayes

The Semaphore Editor: Cap Caplan

DIRECTORS

Term: 2023-2025

Greta Alexander

Kristen Foley

Fran Schreiberg

Kim Pendleton

Term: 2024-2026

Theresa Flandrich

Nanci Gaglio

Ian Kloville

Michael Rothmann

WELCOMING NEW MEMBERS!

There's no better way to be connected to your neighborhood and be a voice of the Hill than by joining Telegraph Hill Dwellers today.

Join at *thd.org*. If you'd prefer to have a brochure and sign-up form mailed to you, please send an email to *membership@thd.org*. Already a member? Give one as a gift!

Membership includes:

- A one-year subscription to news & events via email and a quarterly publication, *The Semaphore*.
- Opportunities to be active in your community. Your passion likely aligns to one of many committees.
- Social and Art & Culture events throughout the year—attend and contribute!

Annual Dues:
Individuals $35
Households $50
Seniors (65 and older) $25
Senior Households $40

Join now or give the gift of membership at *THD.org* or email *membership@thd.org*.

Telegraph Hill Dwellers
P. O. Box 330159
San Francisco, CA 94133

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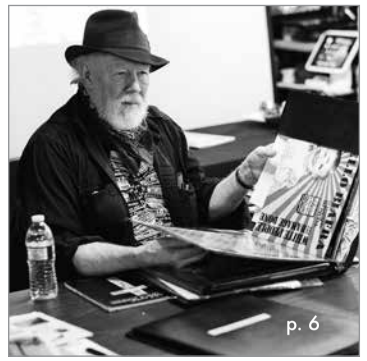
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